

<

Inbox (21)

^

v

From: [Sender](#) >

To: [Our Customer](#) >

Meaningful Subject Line

Mmmmm D, YYYY at 10:15 AM

<

Inbox (21)

^

v

From: [Sender](#) >

To: [Our Customer](#) >

Meaningful Subject Line

Mmmmm D, YYYY at 10:15 AM

Permission & Unsubscribe Reminders

You are receiving this because you are a current subscriber, have bought from us (thanks!), or signed up on our website. [Unsubscribe](#)

You are receiving this because you are a current subscriber, have bought from us (thanks!), or signed up on our website. [Unsubscribe](#)

You are receiving this because you are a current subscriber, have bought from us (thanks!), or signed up on our website. [Unsubscribe](#)

You are receiving this because you are a current subscriber, have bought from us (thanks!), or signed up on our website. [Unsubscribe](#)

You are receiving this email because you either have bought from us (thanks!), or signed up to receive them. If you'd like to stop receiving these emails, simply [unsubscribe](#).

You are receiving this email because you either have bought from us (thanks!), or signed up to receive them. If you'd like to stop receiving these emails, simply [unsubscribe](#).

Sender Details

From:

To: Our Customer

From:

To: Our Customer

From:

To: Our Customer

From:

To: Our Customer

From:

To: Our Customer

Meaningful Subject Line

Mmmmm D, YYYY at 10:15 AM

Mmmmm D, YYYY at 10:15 AM

Mmmmm D, YYYY at 10:15 AM

Mmmmm D, YYYY at 10:15 AM

Mmmmm D, YYYY at 10:15 AM

Valid Physical Sender Address (required in USA)

Company Name
15757 N. 78th Street, Suite B
Scottsdale, AZ 85260

WIDE LOGO

Company Name
15757 N. 78th Street, Suite B
Scottsdale, AZ 85260

LOGO

Company Name
15757 N. 78th Street, Suite B
Scottsdale, AZ 85260

Company Name
15757 N. 78th Street, Suite B
Scottsdale, AZ 85260

LOGO

Company Name
15757 N. 78th Street, Suite B
Scottsdale, AZ 85260

Buttons (Call to Action)

full width button

2-col button

2-col button

3-col

3-col

3-col

Hero Images / Video

580 x 300



Thumbnail Images

268 x 268

180

Panels

This is a regular panel

It is somewhat subdued & can be any length.

Callout Panels

This is a callout panel.

More colorful, useful for important content.

Social Media & Miscellaneous Icons



Other Things to Consider

Alternate text for images -

If any image fails to load, what text do we want to see in its place and what should that text look like? Color, size, position, alignment, etc.

Links -

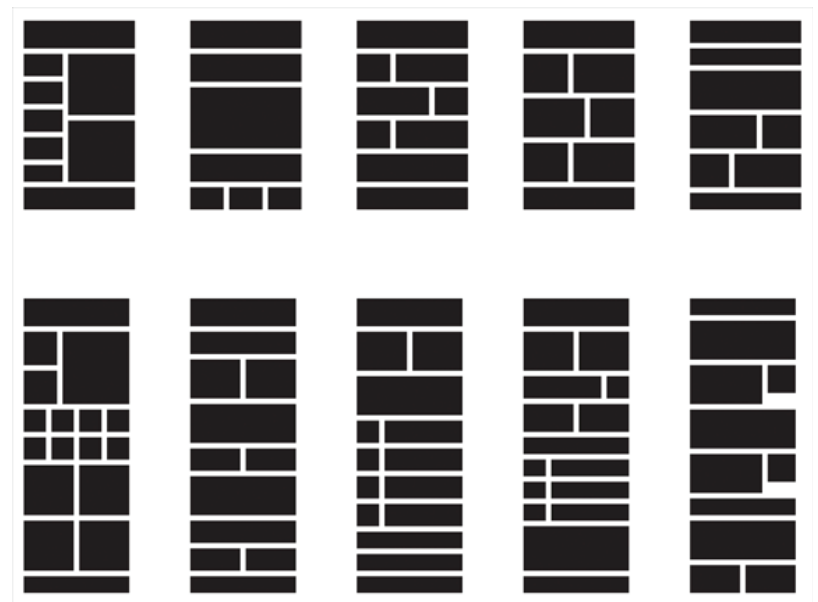
Links should be obvious. How do we want them to look? Like colored text? A big button? Color, size, position, alignment, etc.

Focal point -

What is the one main thing we want users to see? How will we call attention to it and emphasize it? Hint - give it a lot of breathing room in the design.

Logo/identity -

It should be clear who the email message is coming from.



Above: the 10 most popular email layouts from Campaign Monitor