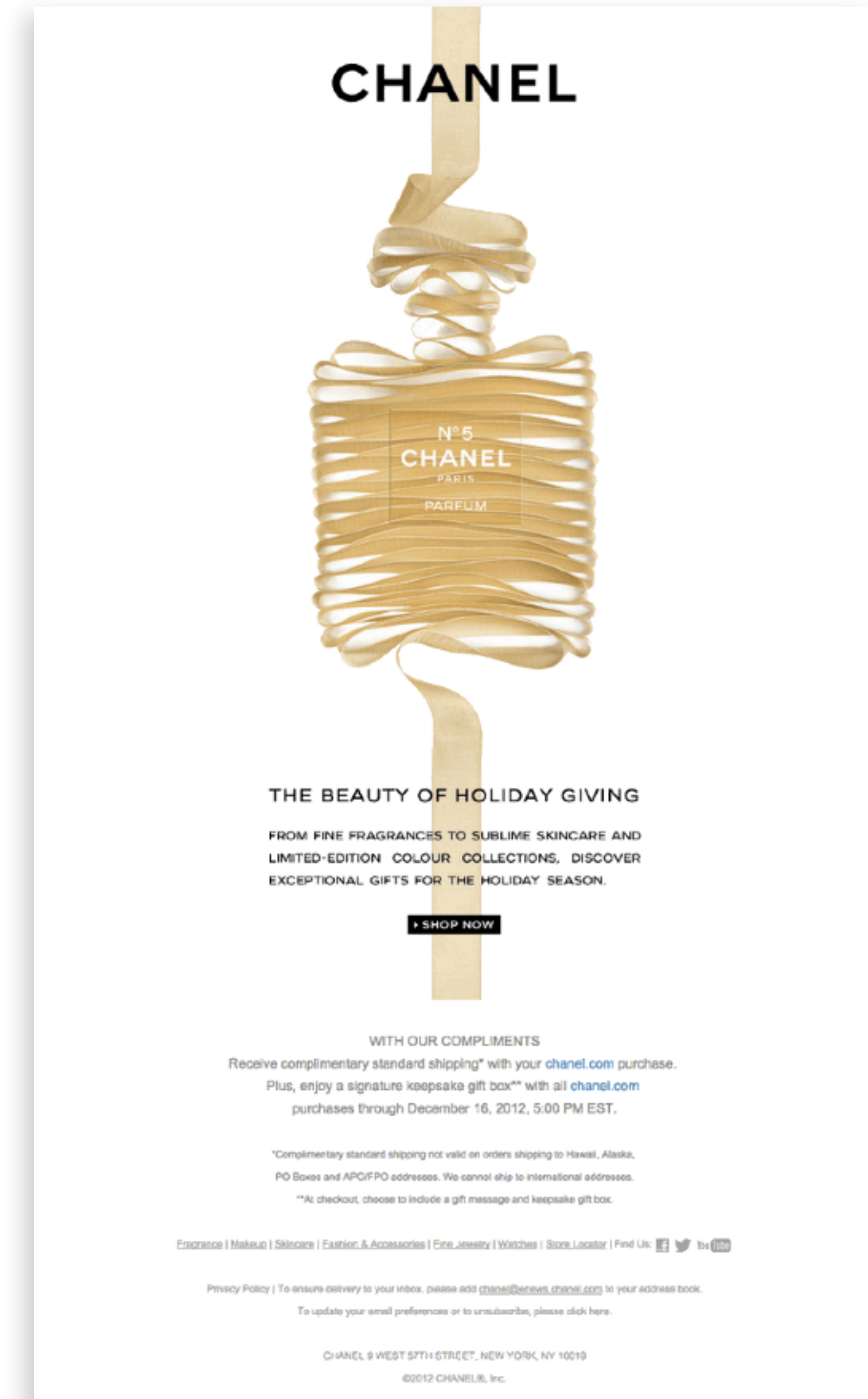


# Content comes first

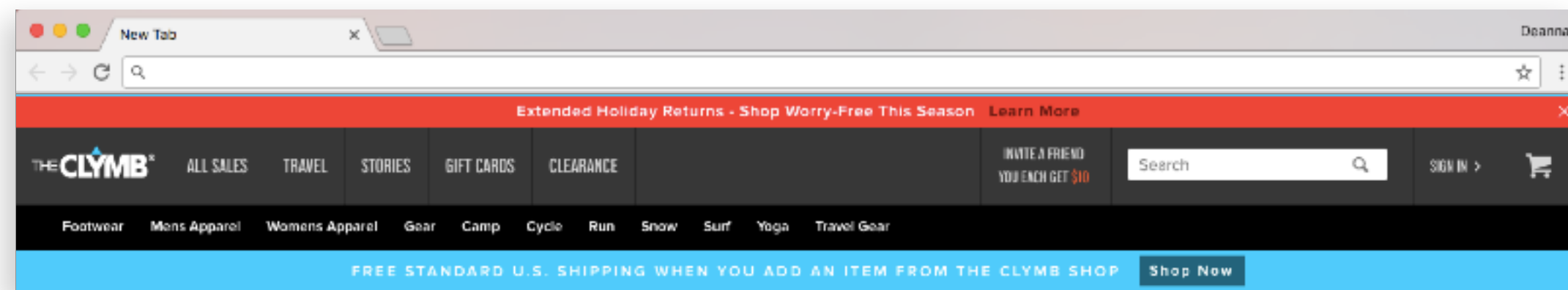
- ▶ Use design to **support** content
  - Guide readers through email by highlighting important copy
- ▶ Considerations
  - **Primary objectives:** What are you hoping to achieve with this email?
  - **Target audience:** Who is going to read this email?
  - **Your brand:** What story do you want to tell your readers? How do you represent your brand?



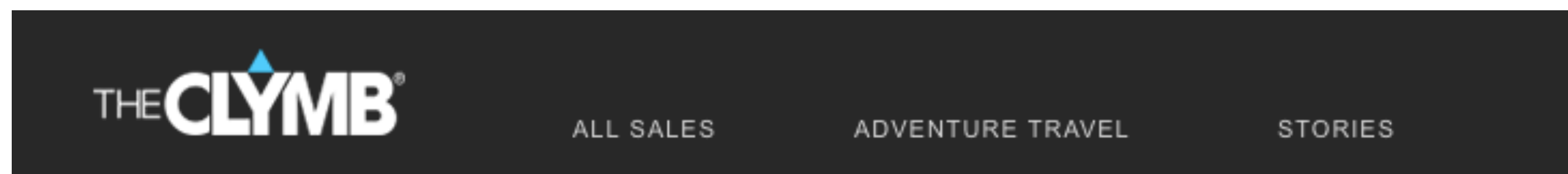
# Emails ≠ Websites

The Clymb reduces the number of links on their navigation bar on emails compared to their website.

## Website



## Email



- ▶ Navigation isn't always necessary
  - Distracting + break up an email's flow
  - Fewer CTAs will yield higher CTRs
- ▶ If including navigation links...
  - Use a minimal, subtle design
  - Maintain a small number of links
  - Use email personalization to only include the most relevant links