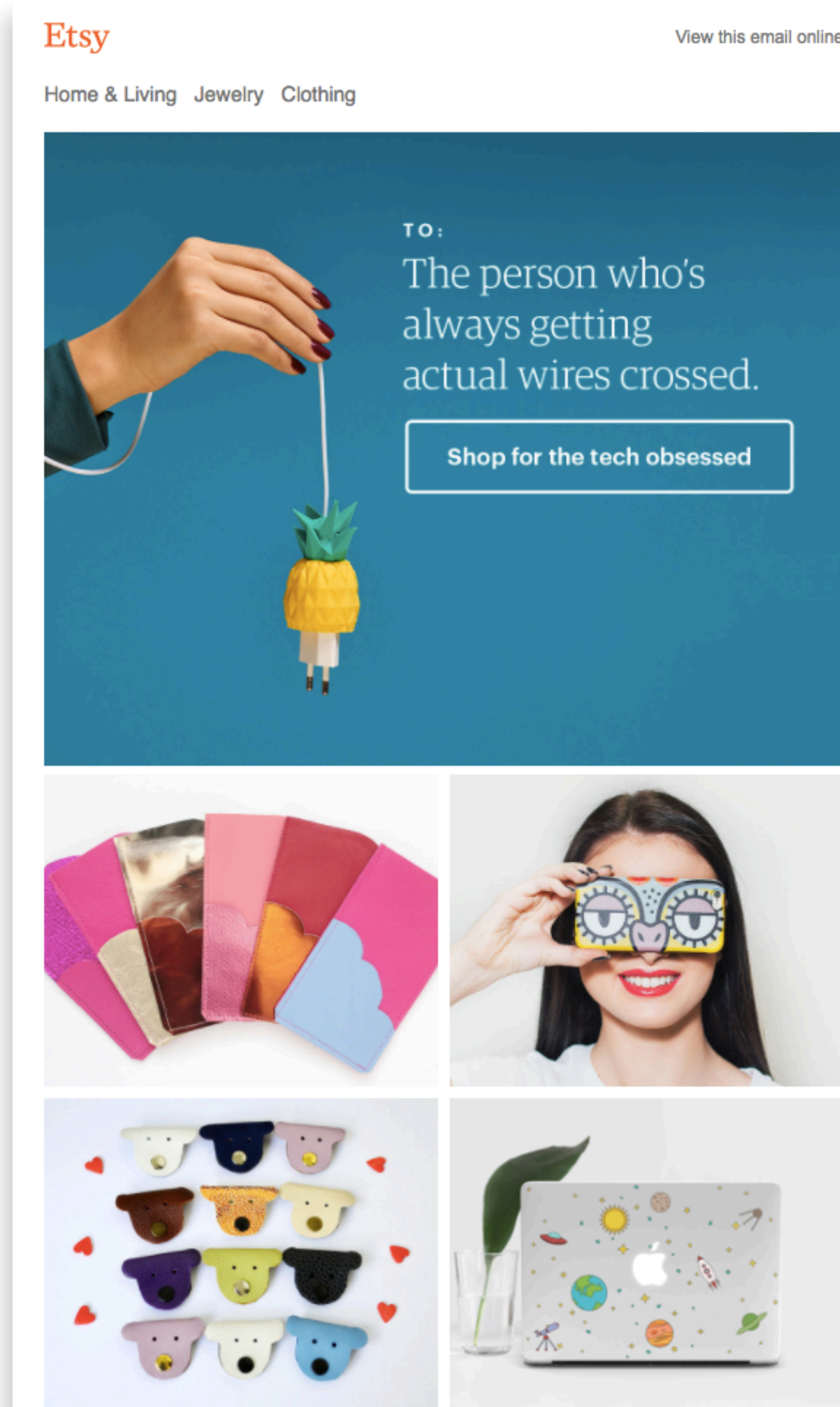


Focus on the story

- ▶ Direct the most attention to the hero section of an email
- ▶ Use active language in CTAs
 - Keep the story moving
 - Let readers know what they should expect to see
 - Avoid generic labels like **“Shop Now”** or **“See More”**



This CTA relates directly to the email content + describes the destination of the link.

Good design
can elevate
good content.