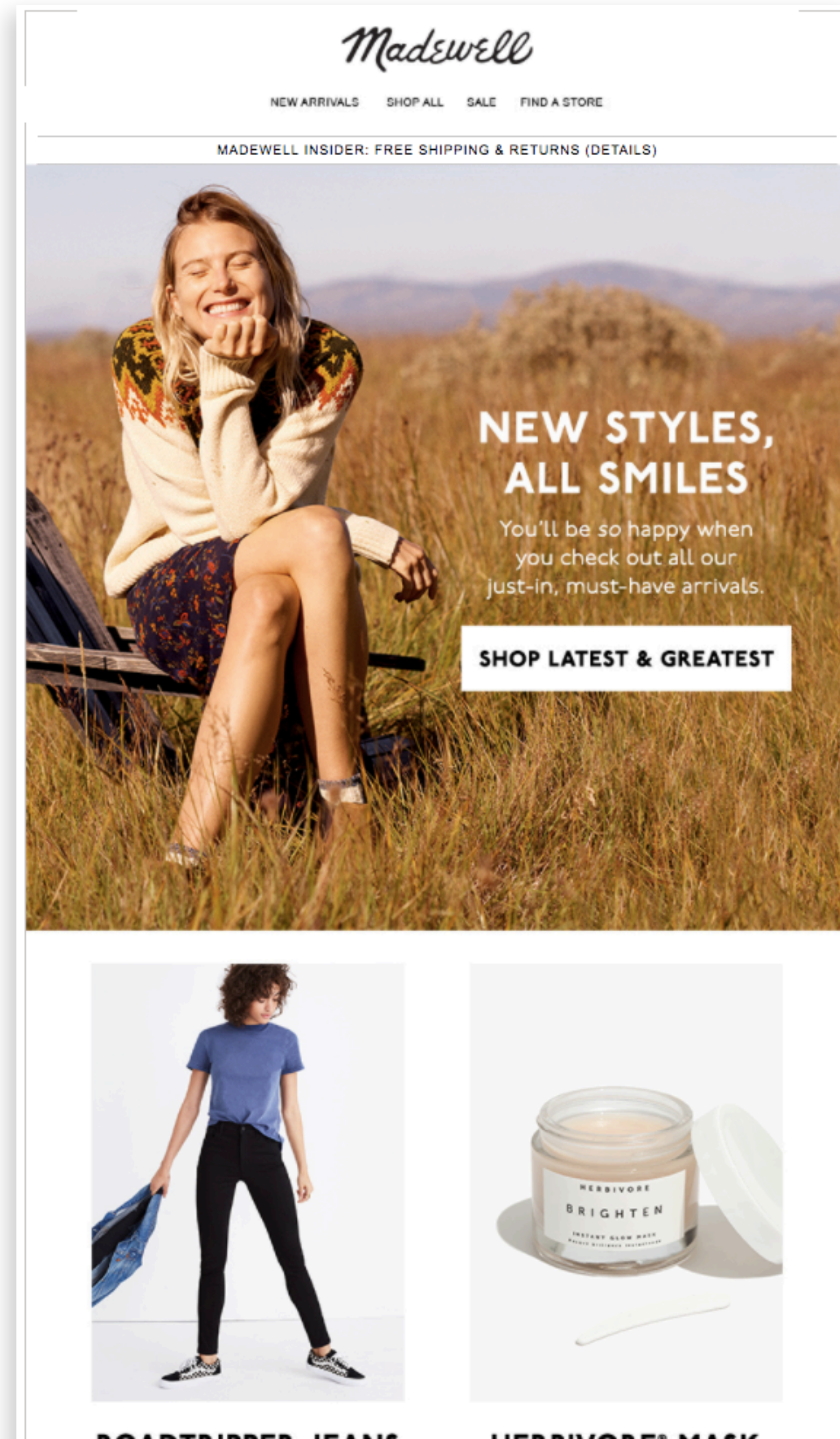


Focus on the story

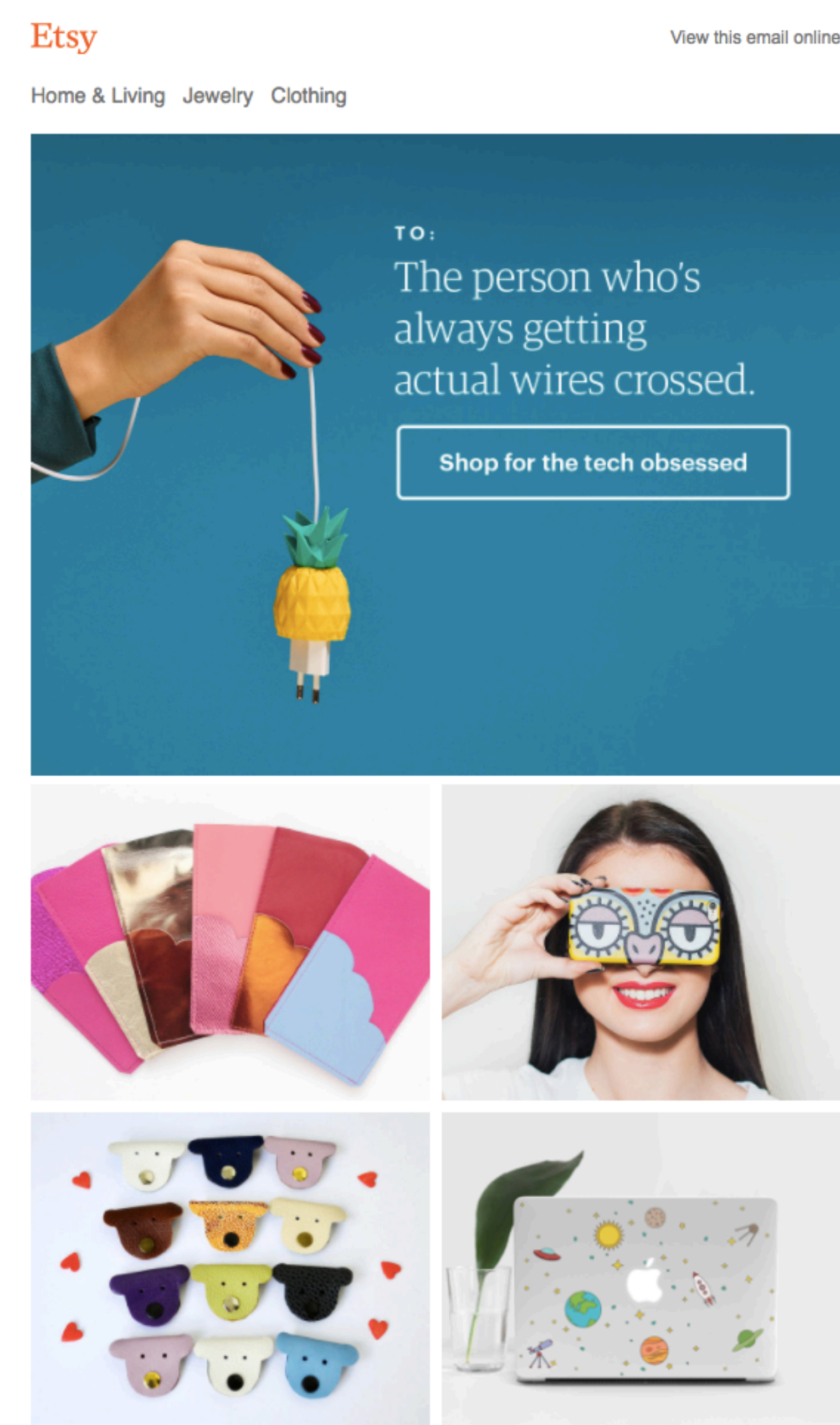
- ▶ Direct the most attention to the hero section of an email



Since readers will see this section first, the copy should encourage readers to scroll to continue reading.

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.