

**Good design
can't save
bad content.**

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?

