

Overview

All emails are coded and designed on an HTML template. We cannot offer spec or accept camera ready eblasts.

The emails use a custom configuration of the available modules shown below. Some modules are required such as the Pre-Header and Logo. Other modules, such as the Footers for Social Media or Navigation, are not required.

Available fonts are standard system fonts such as Arial, Helvetica, and Times New Roman. Email does not support fonts outside of standard system fonts. For imagery, please provide high resolution photos if possible.

Lastly, emails are customizable for the client. Requested emails do not need to follow the email gallery examples.



Modules

Pre-Header Pre-Header [View in Browser](#)

- Pre-Header should be around 75 characters.
- View in browser is pre-populated.

Logo

Logo - min 200px wide

Navigation

Nav 1 | Nav 2 | Nav 3 | Nav 4

Limit to four navigation links.

Full-Width

- Hero Image
- Headline
- Body Copy
- CTA

Provide a clickthrough for this module. If multiple clickthroughs are needed, provide each one.

**Image
min 1200px wide**

Headline

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum sit amet augue quis vestibulum. Etiam bibendum mauris id tortor pretium, non laoreet nunc mollis. Integer lobortis eu purus ac congue. Sed semper magna ut tellus commodo egestas ut quis.

CTA

Right Sidecar

- Hero Image
- Headline
- Body Copy
- CTA

Provide a clickthrough for this module. If multiple clickthroughs are needed, provide each one.



Headline

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum sit amet augue quis vestibulum. Etiam bibendum mauris id tortor pretium, non laoreet nunc mollis.

CTA

**Image
min 526px wide**

Left Sidecar

- Hero Image
- Headline
- Body Copy
- CTA

Provide a clickthrough for this module. If multiple clickthroughs are needed, provide each one.



Headline

**Image
min 526px wide**

CTA

Multi Column

Ranges from two to four columns. Each column includes the following:

- Image
- Headline
- Body Copy
- CTA

Provide a clickthrough for each column.



**Image
min 526px
wide**

**Image
min 526px
wide**

**Image
min 526px
wide**

Headline

Headline

Headline

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum sit amet augue quis vestibulum. mollis.

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum sit amet augue quis vestibulum. mollis.

Body Copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras bibendum sit amet augue quis vestibulum. mollis.

CTA

CTA

CTA

Footer

Includes optional and required features:

- Footer Navigation (optional)
- Copy (optional)
- Address (required)
- Social Media links (optional)



Address | City | State & Zip Code

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Example

Email modules are customizable to client needs. Below are the modules found in the example to the right. Use the numbers to locate the module.

1. Pre-Header

2. Logo

3. Navigation

4. Full-Width

5. Right Sidecar

6. Left Sidecar

7. Multi Column

8. Footer

The screenshot displays a promotional email from Hurricane's Mattress Outlet. The layout includes a pre-header, a logo, a navigation bar, a full-width section, a right-sidecar, a left-sidecar, a multi-column section, and a footer. Each module is numbered 1 through 8, corresponding to the sections listed on the left.

- Module 1:** Pre-Header text "We're blowing away the competition! Save today!" and a "View in Browser" link.
- Module 2:** Logo for "HURRICANE'S MATTRESS OUTLET".
- Module 3:** Navigation menu with links to MATTRESSES, BEDROOM SETS, SECTIONALS, SOFAS, and RECLINERS.
- Module 4:** Full-width image of a couple in a bedroom with a large bed, overlaid with the text "We're Blowing Away the competition!" and a "SCROLL FOR SAVINGS!" button.
- Module 5:** Right-sidecar section titled "COMFORT ADJUSTABLE BASES" starting at \$599 for TWIN XL and \$799 for QUEEN, both with mattress. Includes a "SHOP MATTRESSES" button.
- Module 6:** Left-sidecar section featuring a "FARMHOUSE 4 PC BEDROOM GROUP" for \$1099, which includes headboard, nightstands, and bench. Includes a "SHOP NOW" button.
- Module 7:** Multi-column section featuring a "MODERN 6PC BEDROOM GROUP" for \$1299, which includes headboard, rails, dresser, nightstands, and chest. Includes a "SHOP NOW" button.
- Module 8:** Left-sidecar section featuring an "ASHLEY FURNITURE SECTIONAL" for \$699, available in 3 colors. Includes a "Hot Buy!" button.
- Module 9:** Multi-column section showing four recliners in brown, black, tan, and grey. Each is priced at \$599, \$349, \$399, and \$599 respectively. Includes a "Power Recliner" and "USB Port" note, a "Available in Black" note, and a "SHOP ALL RECLINERS" button.
- Module 10:** Footer section with the Hurricane's Mattress Outlet logo, operating hours "OPEN MON-SAT 10-5", social media links (Facebook), financing options, delivery availability, phone number "251-971-2625", address "1909 N. MCKENZIE ST | FOLEY, AL 36535", and copyright notice "©2019 Hurricane's Mattress Outlet. All rights reserved."

If you would prefer not to receive such messages in the future, you may unsubscribe from our email list by [clicking here](#).
INSERT OPT OUT ADDRESS HERE.