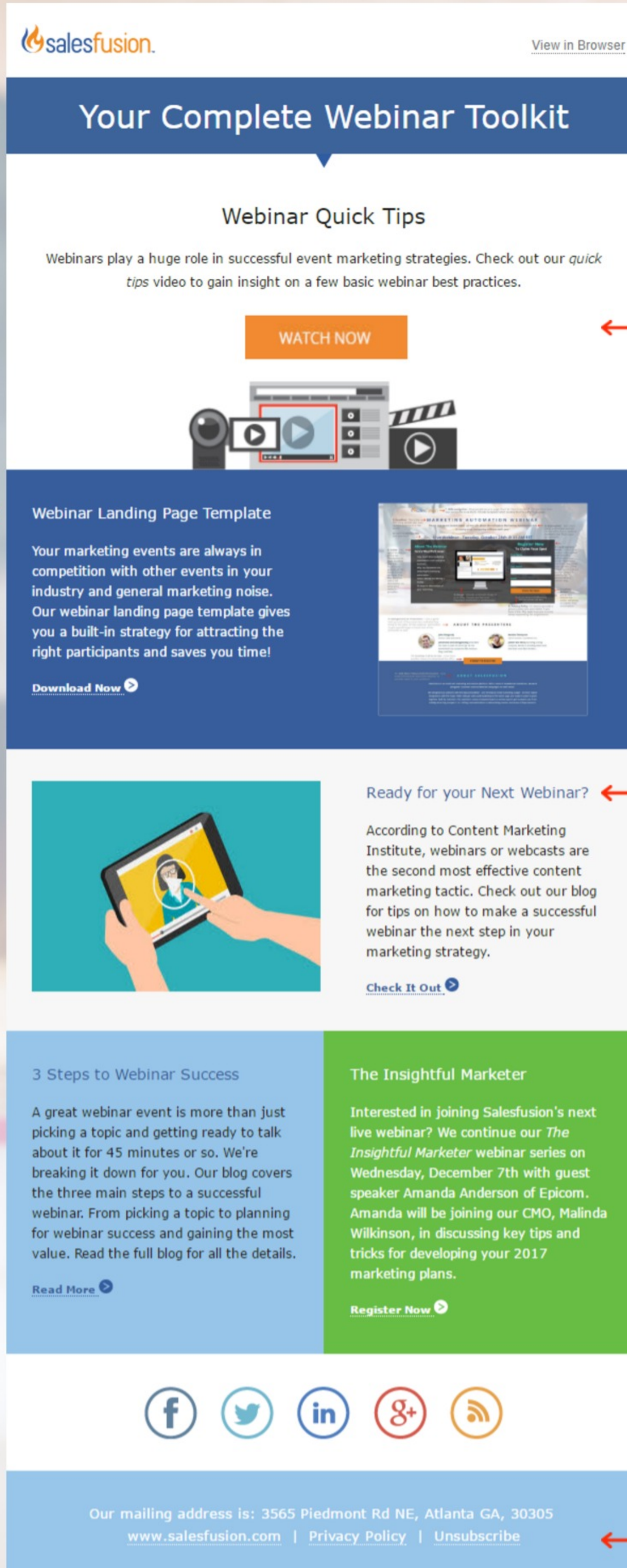


# Salesfusion Email Newsletter Template

## Points To Remember

1. Use blocks or sections to create scannable topics and content.
2. Make sure it's mobile responsive.
3. Stay fresh and unique with email subject lines.
4. Be clear in the sbuscribe CTA on your site telling people what type of content they will be seeing and how often.
5. 90% of the information should be geared to inform or educate your audience.



The mockup shows an email newsletter layout. At the top is the Salesfusion logo and a 'View in Browser' link. The main header is 'Your Complete Webinar Toolkit'. Below this is a 'Webinar Quick Tips' section with a 'WATCH NOW' button. The next section is 'Webinar Landing Page Template' with a 'Download Now' button. This is followed by 'Ready for your Next Webinar?' with a 'Check It Out' button. The bottom section is split into two columns: '3 Steps to Webinar Success' with a 'Read More' button, and 'The Insightful Marketer' with a 'Register Now' button. The footer contains social media icons, contact information, and an unsubscribe link.

**Banance** - Make sure there is a blance between images and text.

**Main CTA** - Use one main CTA button that you'd like people to convert on. Stay away from having more than one main CTA.

**Topic Focus** - Focus on one topic or vertical in your layout that relates one topic to another.

**Easy Out** - Make the unsubscribe easy to find.

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