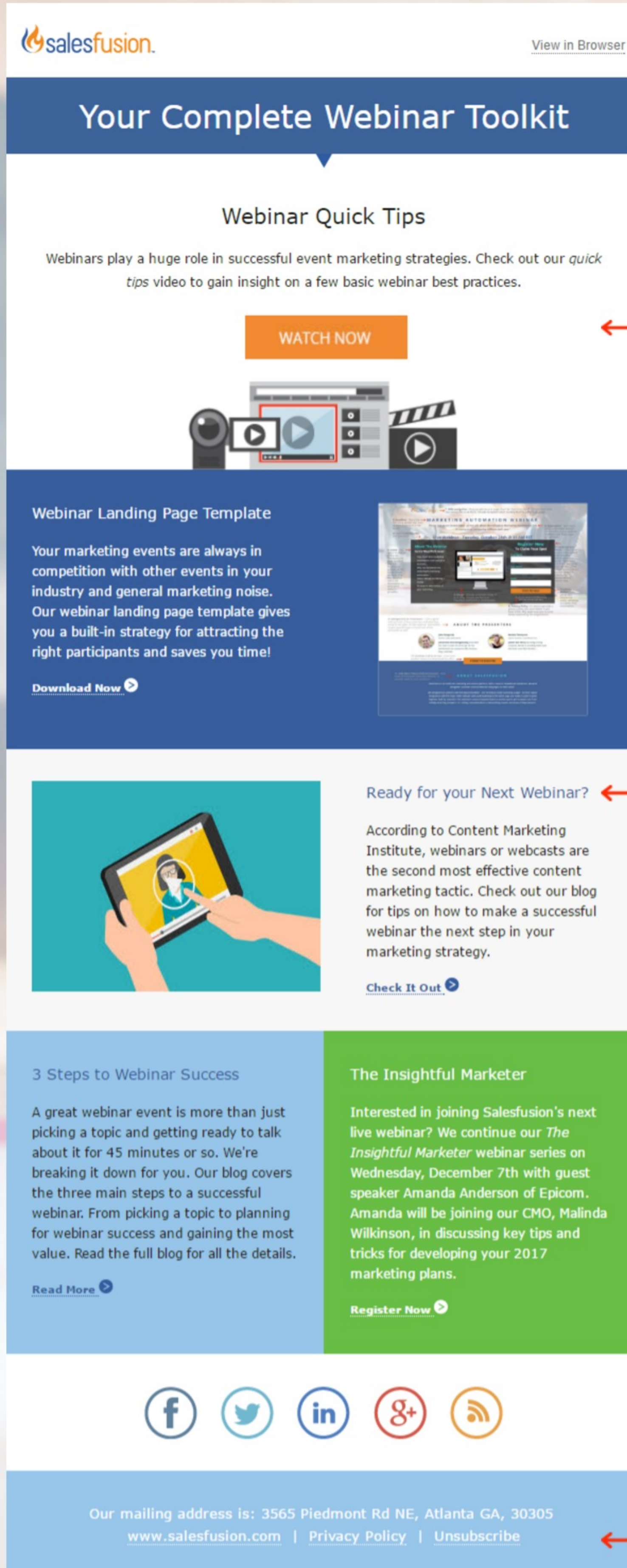


Salesfusion Email Newsletter Template

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 image shows a preview of an email newsletter template. At the top left is the Salesfusion logo, and at the top right is a "View in Browser" link. The main header is "Your Complete Webinar Toolkit" in a dark blue bar. Below this is a section titled "Webinar Quick Tips" with a paragraph of text and a "WATCH NOW" button. To the right of this button is a red arrow pointing to it with the 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." Below the "WATCH NOW" button is an illustration of a video player and a clapperboard. The next section is "Webinar Landing Page Template" with a paragraph of text and a "Download Now" button. To the right of this text is an illustration of a laptop displaying a webinar landing page. Below this is a section titled "Ready for your Next Webinar?" with a paragraph of text and a "Check It Out" button. To the right of this text is a red arrow pointing to it with the text "Topic Focus - Focus on one topic or vertical in your layout that relates one topic to another." Below this is a section titled "3 Steps to Webinar Success" with a paragraph of text and a "Read More" button. To the right of this text is a section titled "The Insightful Marketer" with a paragraph of text and a "Register Now" button. At the bottom of the newsletter are social media icons for Facebook, Twitter, LinkedIn, Google+, and RSS. Below the social media icons is a footer with the mailing address and links for "www.salesfusion.com", "Privacy Policy", and "Unsubscribe". To the right of the "Unsubscribe" link is a red arrow pointing to it with the text "Easy Out - Make the unsubscribe easy to find."

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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