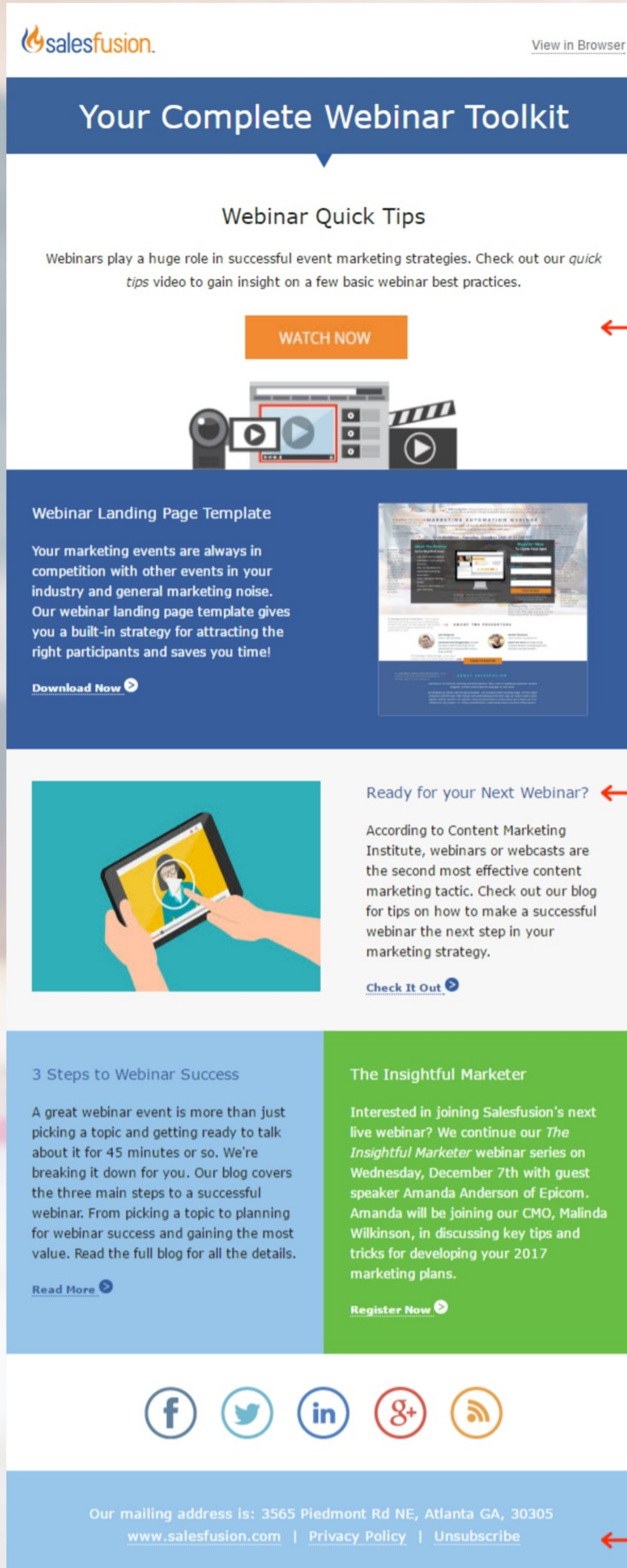


Salesfusion Email Newsletter Template

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 left is the Salesfusion logo, and at the top right is a 'View in Browser' link. Below this is a dark blue header with the title 'Your Complete Webinar Toolkit'. The main content area starts with a section titled 'Webinar Quick Tips' with a short paragraph and a prominent orange 'WATCH NOW' button. Below this is a section titled 'Webinar Landing Page Template' with a paragraph of text and a 'Download Now' button, accompanied by an image of a laptop displaying a webinar landing page. The next section is 'Ready for your Next Webinar?' with a paragraph and a 'Check It Out' button, accompanied by an image of hands holding a tablet. This is followed by two columns: '3 Steps to Webinar Success' with a paragraph and a 'Read More' button, and 'The Insightful Marketer' with a paragraph and a 'Register Now' button. At the bottom, there are social media icons for Facebook, Twitter, LinkedIn, Google+, and RSS. The footer contains the mailing address, website URL, and links for 'Privacy Policy' and 'Unsubscribe'.

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.

Brought to you By:

