

DAVID'S™

BRIDAL

EMAIL SUCCESS GUIDE

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# EMAIL STRATEGY

Email is one of the most effective and cost-efficient marketing channels for communication. A well-designed email program will:

1. Create awareness to your business, offerings and promotions
2. Drive traffic to your store or website
3. Increase conversion (purchases)

You have the best chance of reaping these benefits if you are as targeted as possible with your email strategy – the goal is to send relevant information to your brides when they want to receive it.

We know that it is overwhelming to consider all of these factors when designing an email strategy, so we have put together a guideline to help you succeed. There are five major steps to develop a successful email program:

- 1. DEVELOP AN EMAIL SERIES AND TIMELINE FOR YOUR EMAILS**
- 2. DEFINE A KEY MESSAGE FOR EACH EMAIL**
- 3. DESIGN EFFECTIVE CREATIVE CONTENT**
- 4. WRITE A POWERFUL SUBJECT LINE AND PRE-HEADER**
- 5. UNDERSTAND PERFORMANCE OF YOUR EMAILS**

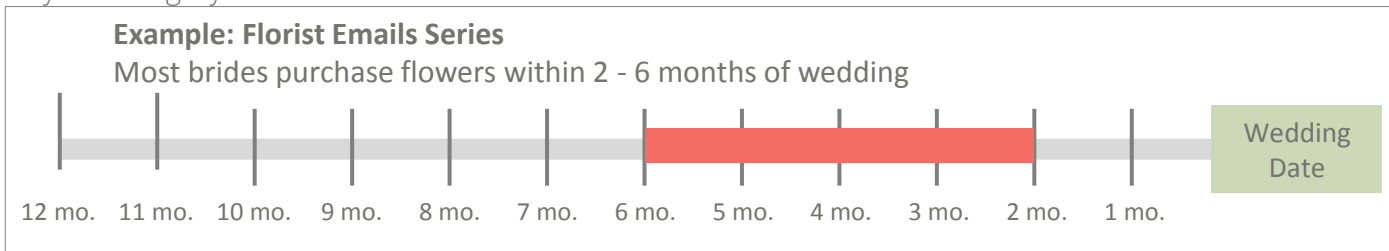
In the following pages, we will describe each step in more detail for you

# DEVELOP AN EMAIL SERIES AND TIMELINE

Defining the cadence and the timing of your emails will be very critical to ensure you make the most out of these emails. Here are a few recommendations for you to consider when developing your email series:

## A. IDENTIFY A FIVE MONTH PERIOD WHEN SHE IS MOST LIKELY TO PURCHASE YOUR PRODUCT

We have done extensive research across most wedding categories to determine the period when she is most likely to make a purchase for each service. Below you will see an example timeline for flower services. (see "Appendix A – Email Timeline by Service category" for recommendations across other categories) We recommend sending one email to the Newly Registered brides, then one to each of the 5 target segments for your category.



<b>Florist</b>	2 – 6 mo.
<b>Cake</b>	2 – 6mo.
<b>Entertainment</b>	5 – 9 mo.

<b>Photo / Video</b>	6 – 10 mo.
<b>Honeymoon</b>	2 – 6 mo.
<b>Reception</b>	8 – 12 mo.

<b>Catering &amp; Restaurant</b>	5 – 9 mo.
<b>Beauty</b>	1 – 5 mo.

## B. SEND 1 EMAIL EACH MONTH

Define the right cadence of emails to ensure you stay top of mind but, at the same time, do not overwhelm her with too many emails. In our program, we offer the opportunity to send up to 6 emails to each bride. Sending one email each month will allow you to cover the Newly Registered segment plus the five month period recommended to "talk" to her.

## C. CREATE UNIQUE CONTENT FOR EACH EMAIL

Consider different content, visuals and messages for each email in your series.

- o Brides like newness. Sending the same email may increase the chances she will not open your email. It could be valuable for her to think she is getting a different email every time in order to create curiosity and increase engagement.
- o Brides tend to engage differently according to different content. One bride may respond to a more promotional email, while another bride may like emails with more pictures. Others may like a more detailed description of your service. You can balance the content of your emails to make sure you address the needs of different groups.

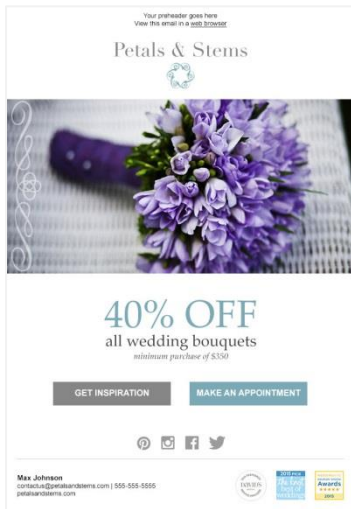
# DEFINE A KEY MESSAGE

Every email should have a clearly defined objective to drive an action from the bride – either drive her to your website by clicking a link in the email, encourage her to call your store, or simply contact you directly. In order to accomplish your goal, you should define the primary message of your email that will drive her to an action before designing the content of your email.

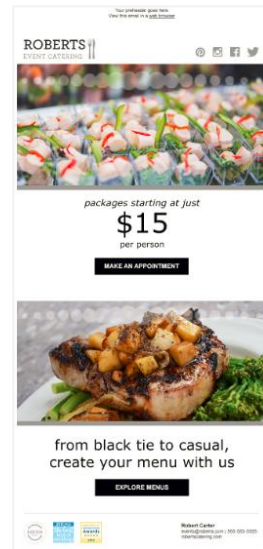
As we mentioned previously, consider balancing the messages to ensure you address the needs of the different groups of brides. Over time, you will learn which message resonates best with her so you can better focus the messages of your emails.

Below are a few key messages that you can consider and examples of how we designed emails to support these messages:

## Key Message: Promotional



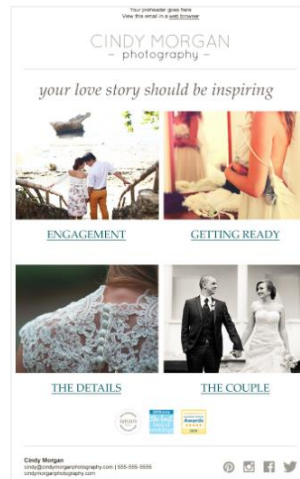
## Key Message: Value



## Key Message: Inspirational

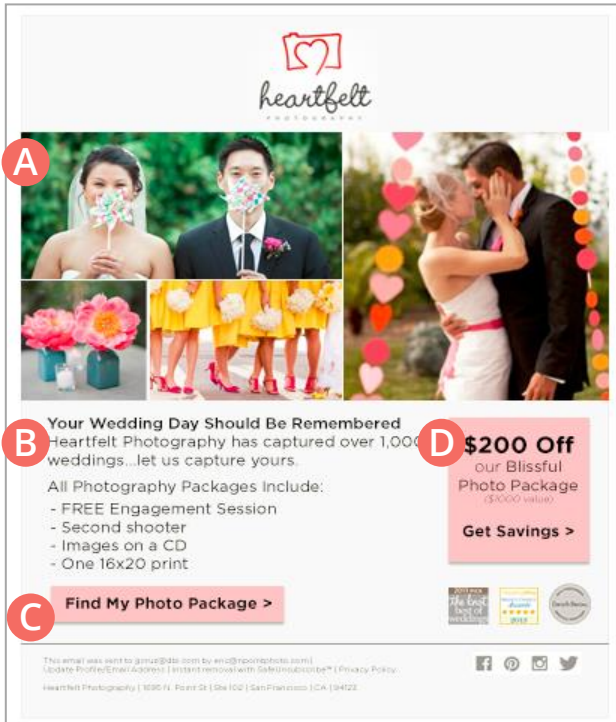


## Key Message: Educational



# DEFINE EFFECTIVE CREATIVE CONTENT

Once the recipient opens your email, the creative content determines her level of engagement with your company. If she likes what she sees, then she has a much higher chance of clicking into your email. See below critical elements to develop effective content.



## A. PHOTOS

- Emails with photos typically perform better than all-text emails
- Brides love to envision their special day, so try to choose photos that can serve as inspiration and/or include photos of brides and her wedding party
- Always link photos to your website to increase her chance of clicking through

## B. SERVICE DESCRIPTION

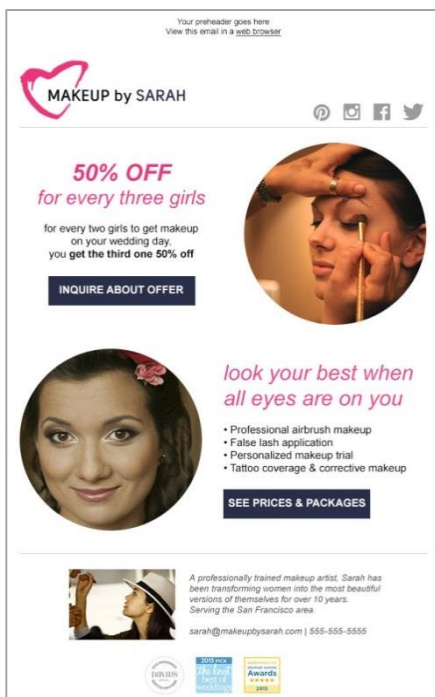
- Highlight key points of your service to introduce who you are and what you offer
- Try not to share all information in the email content – she should be able to find details online or in store
- Assume recipient is reading email quickly on a mobile device – be direct and concise
- Use large font – 20 pts at minimum

## C. CALL TO ACTION (CTA)

- Provide direction for what she should do next (e.g. "View Gallery", "Get Savings")
- Clearly differentiate CTA from content text so that she knows where to click (e.g. larger font, set-up like button)
- Try to locate CTA towards top of email so that she doesn't have to scroll too much

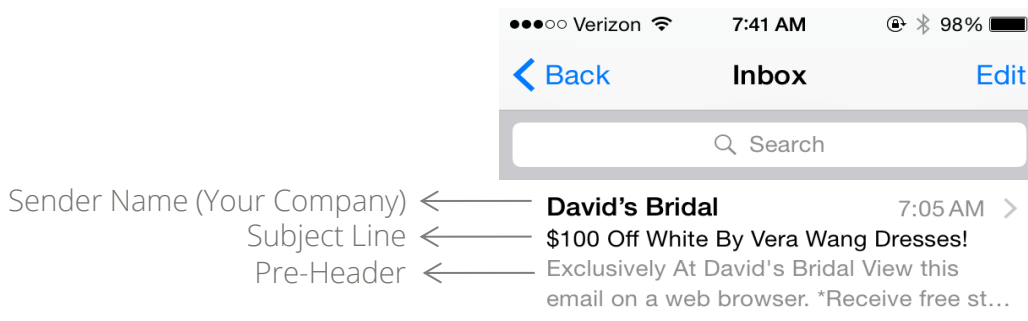
## D. COUPON / DEAL

- Give her a reason to work with you! Since she opened your email she is already engaged with your brand



# WRITE A POWERFUL SUBJECT LINE AND PREHEADER

The subject line is the first thing the bride sees when she receives your email. The preheader is also becoming very important as over 60% of the brides open their emails in a mobile device.



Since the subject line and preheader make the first impression on the recipient, they often determine whether or not she will open or delete your email. It is helpful to think back to the primary message of each email as you develop your subject line and preheader so that you can appropriately preview the content in the email. Below we provide some tips to help you get it right!

## SUBJECT LINE TIPS

1. **KEEP THE SUBJECT LINE SHORT AND DIRECT** – goal should be 6-10 words or less than 50 characters

To Do	Wedding Flowers At Beautiful Prices!
-------	--------------------------------------

2. **PERSONALIZE THE SUBJECT LINE** – include name, city, time to wedding, season of wedding

To Do	Fall Wedding? Poppies are Perfect for your Bouquet
-------	--

3. **RELATE BACK TO EMAIL MESSAGE** – if message is promotional, mention promotion on subject line

To Do	\$20 off Bouquets for the Entire Bridal Party
-------	---

**NOTE:** Test various subject line strategies to see what resonates most with brides. Ideas include: Statements, Intriguing questions, Value-oriented messages

<b>Additional Examples (To Do)</b>	<ul style="list-style-type: none"> <li>• Linda, Special Savings on Flowers Just For You</li> <li>• Poppies? Hydrangeas? We Have What You Want!</li> <li>• Beautiful Wedding Flowers Under \$100</li> </ul>
------------------------------------	--

**PRE-HEADER TIPS:**

1. Do not say the same thing as what was in the subject line
2. Pre-Headers are not as impactful as subject line, so do not rely on preheader for main message

<b>S</b>	Wow! \$100 off Wedding Flowers
<b>L</b>	
<b>P</b>	Limited Time. Ends on Oct 10 <sup>th</sup> .
<b>H</b>	

<b>S</b>	Wedding Flowers at Beautiful Prices
<b>L</b>	
<b>P</b>	100's of Bouquets Under \$100
<b>H</b>	

<b>S</b>	Beautiful Wedding Flowers Under \$100
<b>L</b>	
<b>P</b>	And Special Savings Just For You
<b>H</b>	

*SL = subject line*  
*PH = preheader*



# UNDERSTAND PERFORMANCE OF YOUR EMAILS

One of the best parts about using email as a marketing tool is the ability to accurately monitor results and make changes quickly based on what is working or not working.

A report of your email performance will be sent monthly so you can review the metrics of each email at a point when most brides will have had time to react.

See below for the two most important metrics that you should understand and track. These metrics will help you understand what is working or not working so that you can course correct your strategy if necessary. We also provide below targets for you to define what is good or poor performance.

Metric	Definition	Target
Open Rate	% Brides who opened your email	10 – 12%
Click to Open Rate	Out of the brides who opened your email, % Brides who clicked on a link	10 – 15%

## OPEN RATE

The key driver to maximizing open rates is getting the Subject Line of your email right. The Subject Line is the first thing the bride will see and will play a critical role in driving her to open your email. So if your open rate is below the target, consider testing variations of your subject line as described in section #4.

## CLICK TO OPEN RATE

This metric helps you to determine how good the content of your email is. This metric determines how many brides who opened your email clicked on any link in your email. So if your click to open rate is below target, consider reviewing the content of your email. Follow recommendations on section #3 to improve the content of your email.

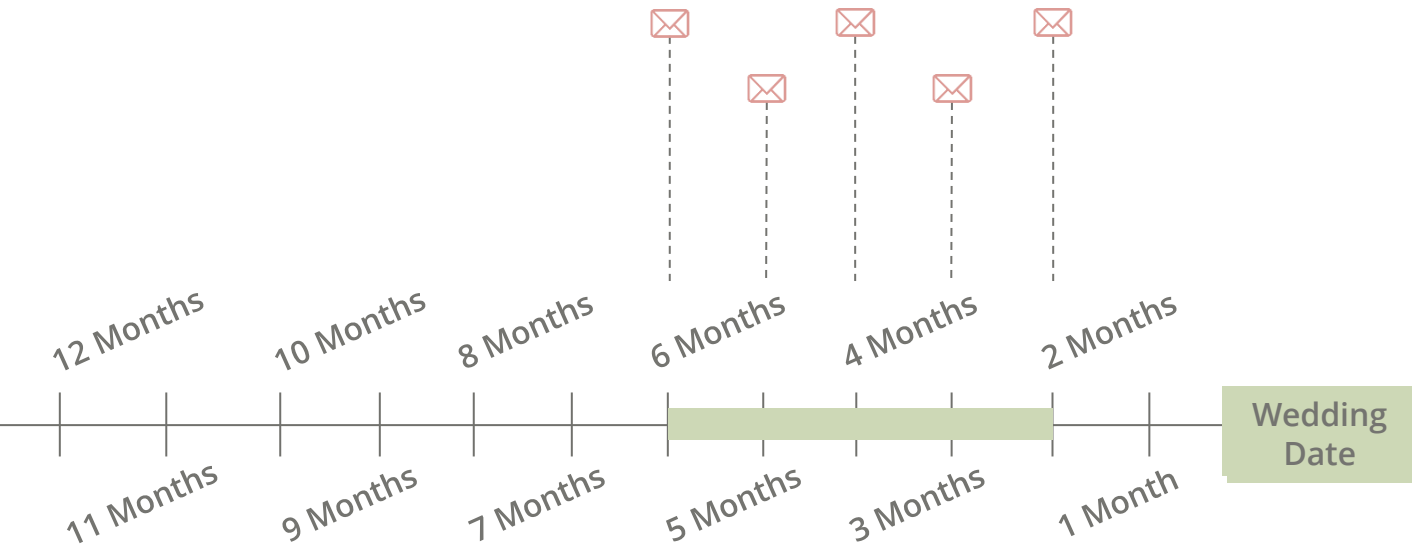
# RECOMMENDED EMAIL CADENCES BY CATEGORY

The following email cadences are recommendations on how you could send your emails.

**NOTE:** These timelines are based on David's Bridal customer survey data for when brides start considering and subsequently book local vendors for their weddings.

The following should be used as a guideline, since timing varies by market. We always recommend testing to find the best time to communicate with the brides in your market.

# FLORIST CADENCE



## KEY FACTS/FINDINGS/TRENDS

**INSPIRE BRIDES**  
with ideas to complete her wedding day vision

Top floral choices for arrangements

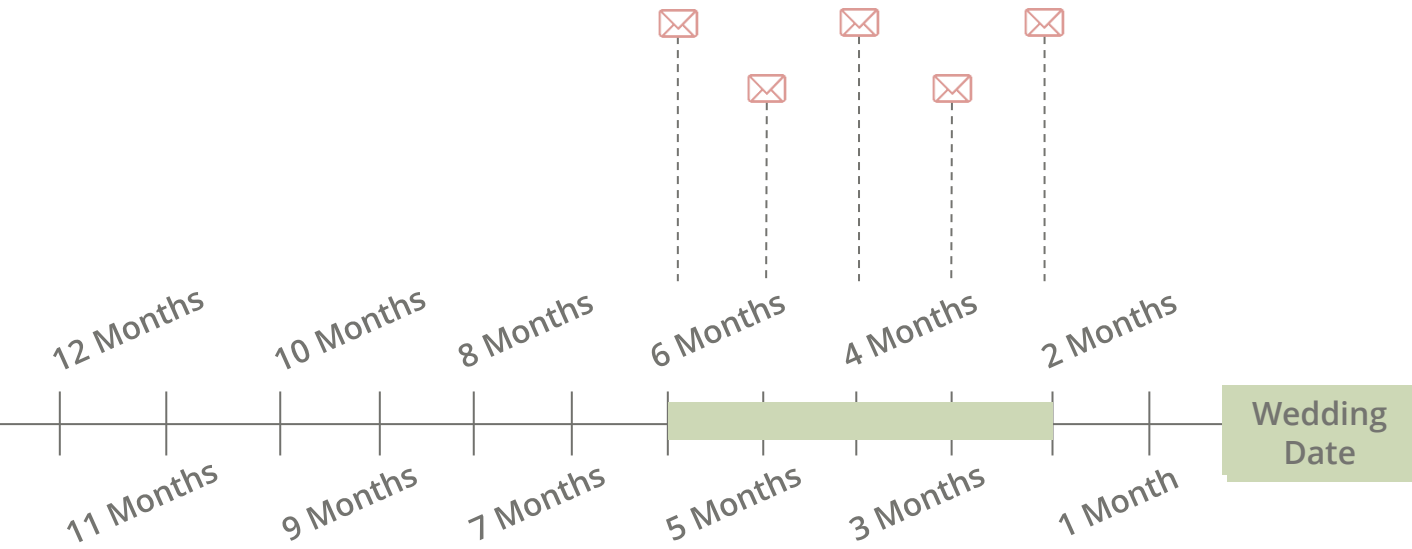
**WHITE ROSES**  
**WHITE HYDRANGEAS**  
**RED ROSES**

**SEARCH BY COLOR** and **IMAGE GALLERIES**  
prompt brides to engage with your brand

Majority of brides spend between **\$250-\$2,000**

**72 PERCENT** of all brides book a florist

# CAKE CADENCE



## KEY FACTS/FINDINGS/TRENDS

Majority of brides spend  
**UNDER \$500**

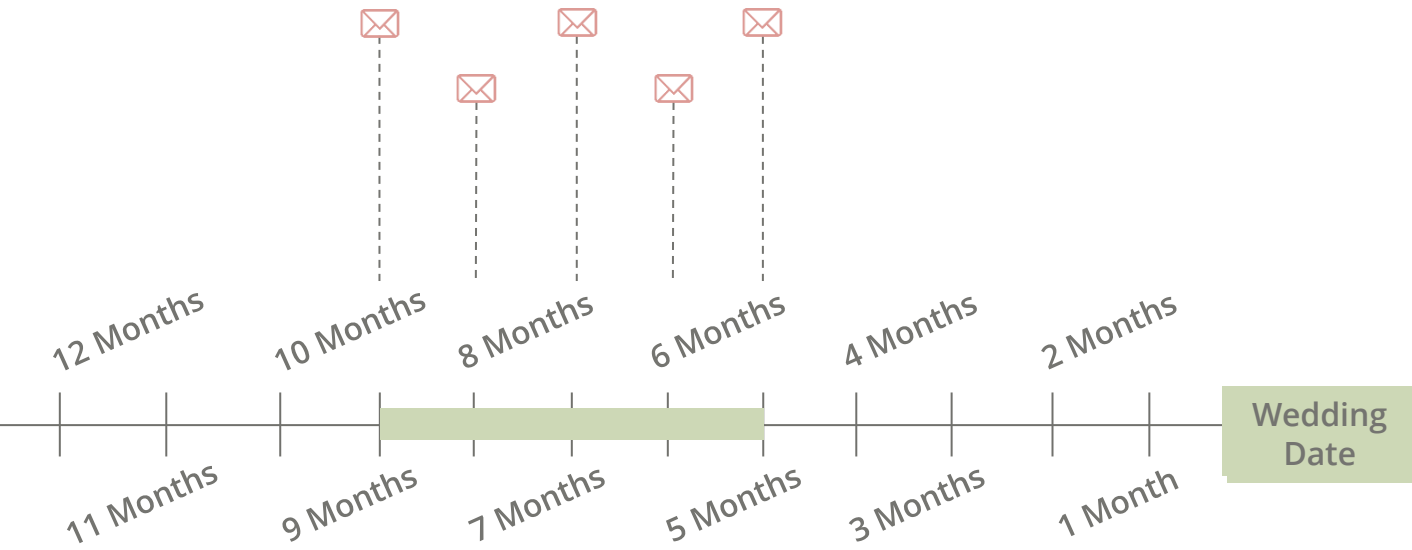
**59% OF BRIDES** hire a professional baker separate from their reception location or caterer

**FLAVOR OF CAKE** is driven by season of wedding

Budget-friendly ideas to offer  
**SIMPLER CAKE DESIGNS**  
and **MULTIPLE, SMALL CAKES**

A **COMPLIMENTARY TASTING** is a great way to get the bride engaged

# ENTERTAINMENT CADENCE



## KEY FACTS/FINDINGS/TRENDS

Focus on the **GUEST EXPERIENCE** is very important when selecting entertainment

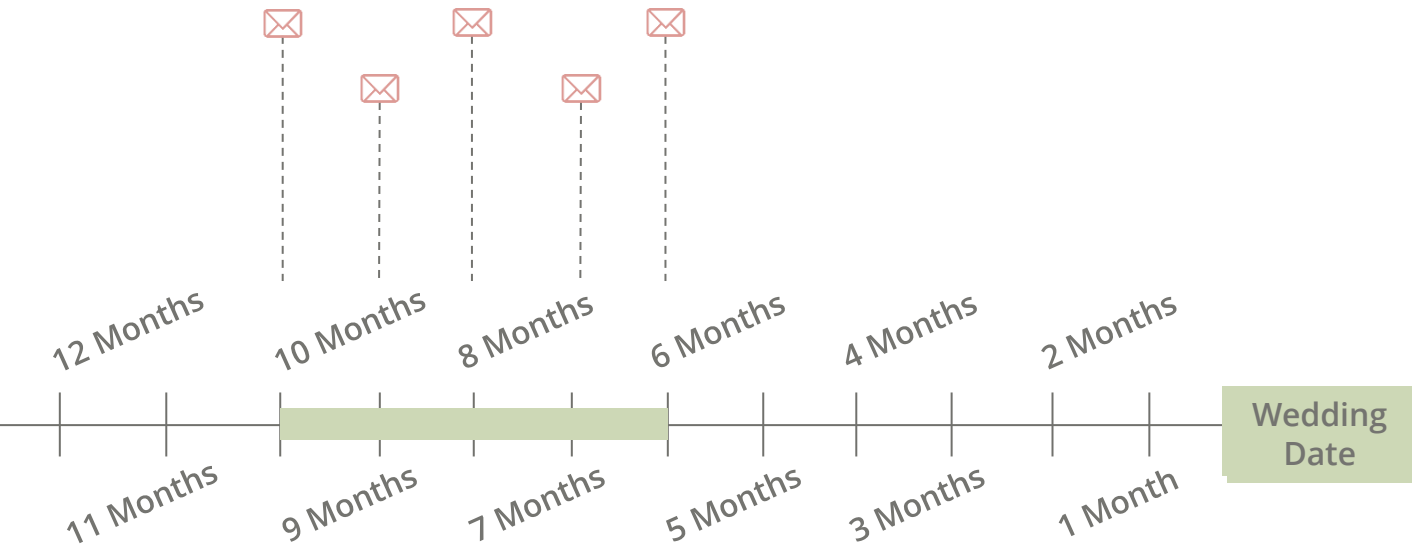
Majority of brides spend **\$500-\$999**

Brides prefer a **PACKAGE DEAL** over a la carte options

**DOLLAR OFF DISCOUNTS** convert better than percentage off discounts

A **PHOTOBOOTH** can be a fun addition, as well as a keepsake of the big day

# PHOTOGRAPHY/VIDEOGRAPHY CADENCE



## KEY FACTS/FINDINGS/TRENDS

**IMAGERY OF A BRIDE AND GROOM** attracts more engagement with a brand compared to any other wedding imagery

In addition to photo albums, brides are most interested in **PROOFS, A CD, or DIGITAL FILES**

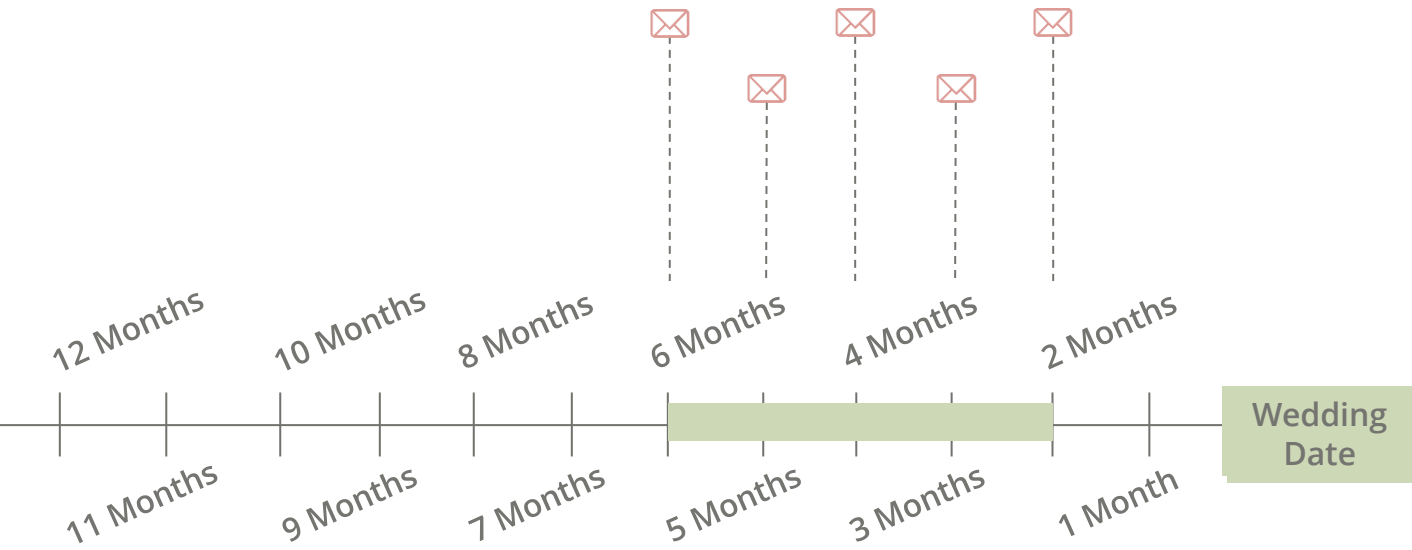
Majority of brides expect to spend between **\$1,000-\$3,000** for quality photography services

Top reasons for choosing a photographer or videographer

**QUALITY and PHOTOGRAPHY**

**ALMOST 50%** of brides think video is important to capture the emotion of their wedding day

# HONEYMOON CADENCE



## KEY FACTS/FINDINGS/TRENDS

**3 OUT 4**  
couples take a  
honeymoon

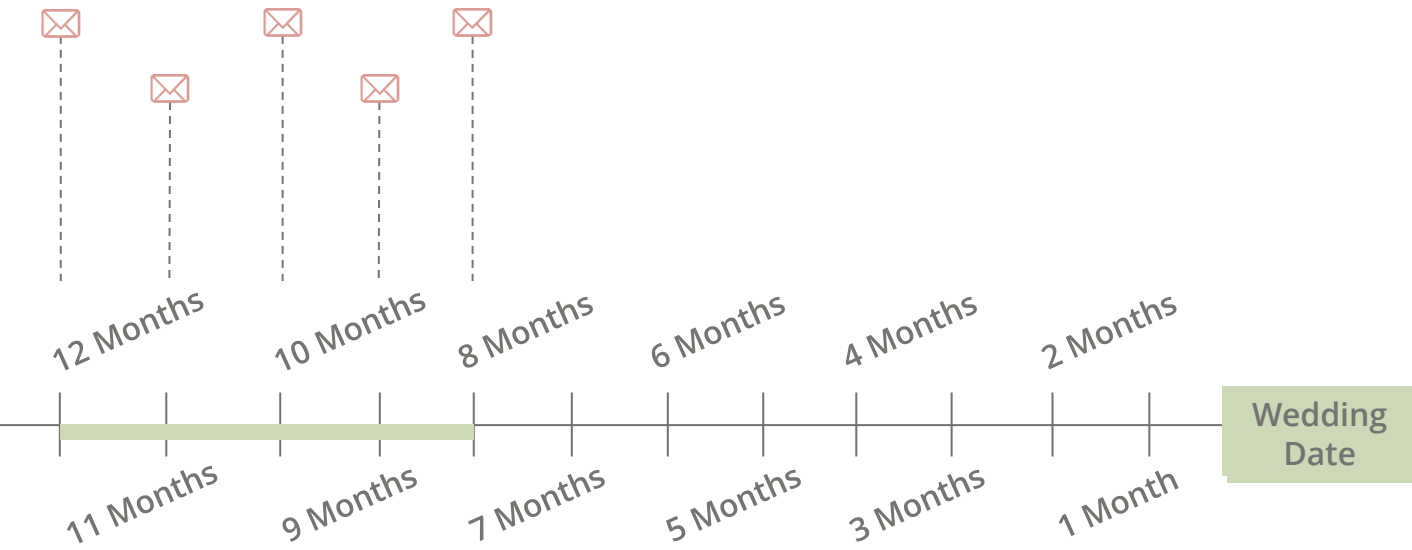
Brides choose  
**LOCATION FIRST:**  
east coast brides  
typically visit the  
Caribbean, west coast  
brides typically visit  
Mexico

**ALMOST 50%**  
of couples think the best  
thing to splurge on  
during their honeymoon  
are **ACTIVITIES AND  
TOURS**

Copy about  
**DEALS**  
attracts the most interest  
from brides

**ABOUT 25%**  
of couples create a  
registry for their  
honeymoons

# RECEPTION LOCATION CADENCE



## KEY FACTS/FINDINGS/TRENDS

Brides are drawn to **PERSONALIZED STATIONS** relating to the couple or location

Offerings and copy focused around **PACKAGES** is a strong way to grab interest

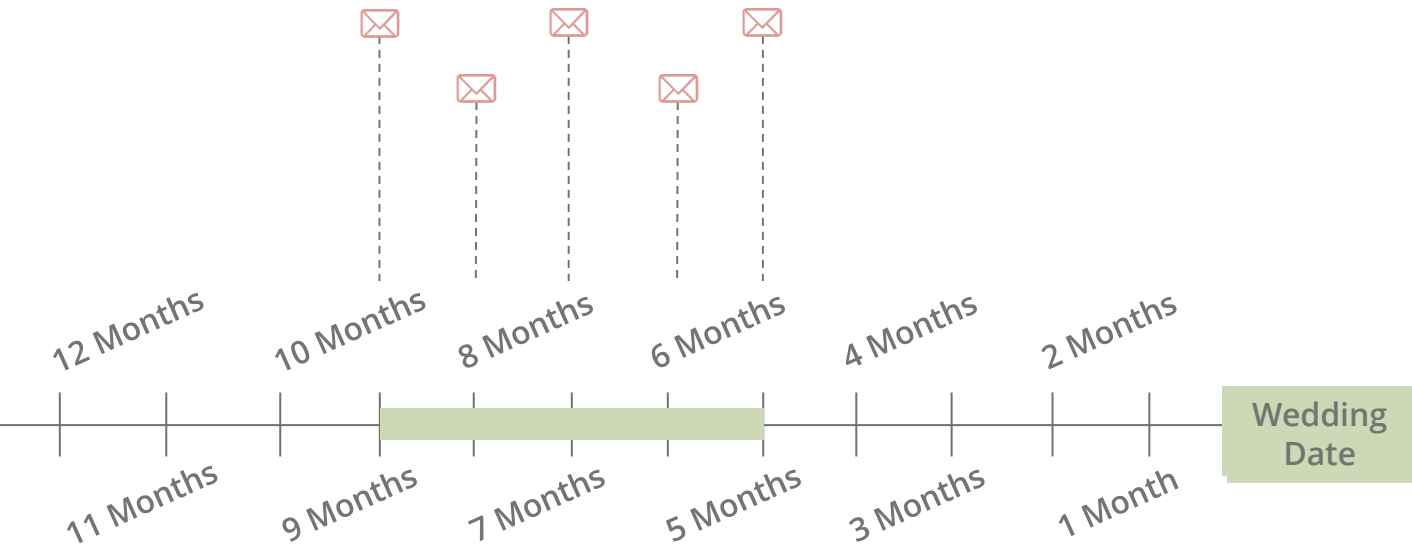
**NATURAL BEAUTY** ranks **HIGH IN IMPORTANCE** when considering reception location options

**UNIQUE and ONE LOCATION** weddings are in high demand

The average number of guests **138**



# CATERING & RESTAURANT CADENCE



## KEY FACTS/FINDINGS/TRENDS

Brides are focused on **ENHANCING THE GUESTS' EXPERIENCE** with food

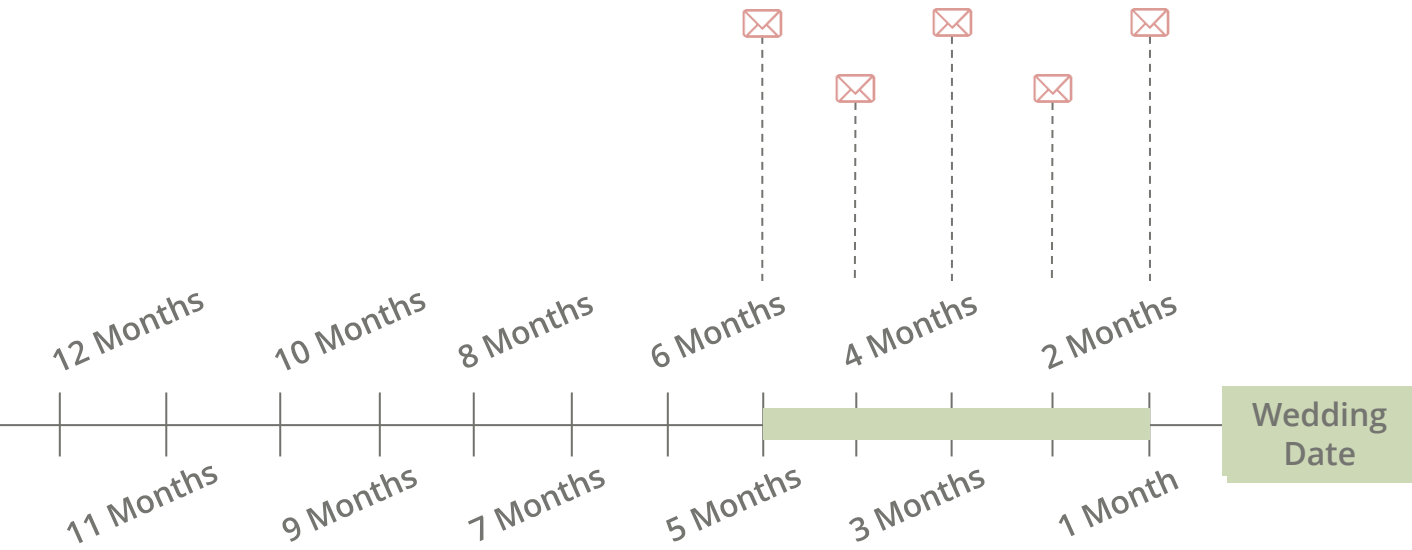
Offerings and copy focused around **PACKAGES** is a strong way to grab interest

Popular choices for food offerings – **COCKTAIL PARTY FOODS** and **CREATIVE STATIONS**

**UNIQUE** and **ONE LOCATION** weddings are in high demand

The average number of guests **138**

# BEAUTY CADENCE



## KEY FACTS/FINDINGS/TRENDS

**NEARLY 50%**  
of brides use a new  
make-up brand for their  
wedding day

**30%** of those brides  
continue to use that brand  
after the wedding

Brides schedule their hair  
and make-up trial  
**2-3 MONTHS**  
before their wedding

**IMAGERY OF BRIDAL  
LOOKS**  
attract the most engagement  
with a brand so the bride  
can visualize herself on her  
wedding day

**MAKE-UP TRENDS**

- Bold Brows
- Barely-There Look
- Perfect, Glowing Skin
- Pretty Pink Lips
- Long, Sculpted Lashes

**OVER 50%**  
of brides paid **UNDER \$250**  
for their beauty services

# SAMPLE EMAILS

Browse our email examples to get inspired.

# Petals & Stems



**40% OFF**  
all wedding bouquets  
*minimum purchase of \$350*

GET INSPIRATION

MAKE AN APPOINTMENT



**Max Johnson**  
contactus@petalsandstems.com | 555-555-5555  
petalsandstems.com



If you wish to contact us, please do not reply to this message but email us at email@company.com. You may also call us at 1-888-123-4567.

This email was sent to: name@email.com

This email was sent by: Petals & Stems, 1695 N. Point Street, Ste .111, San Francisco, CA 94123

We respect your right to privacy – You can unsubscribe from future emails from us here - Unsubscribe

reference **Sample Email 1** or use **Template A** to replicate design layout

**ROBERTS**   
EVENT CATERING

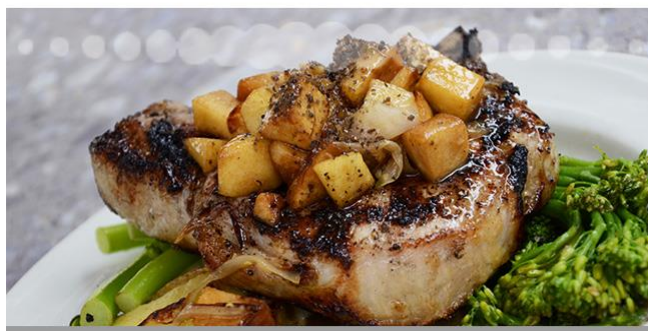


*packages starting at just*

**\$15**

per person

[MAKE AN APPOINTMENT](#)



from black tie to casual,  
create your menu with us

[EXPLORE MENUS](#)



**Robert Carter**  
events@roberts.com | 555-555-5555  
robertscatering.com



If you wish to contact us, please do not reply to this message but email us at [email@company.com](mailto:email@company.com). You may also call us at 1-888-123-4567.

This email was sent to: [name@email.com](mailto:name@email.com)

This email was sent by: Roberts Catering, 1695 N. Point Street, Ste .111, San Francisco, CA 94123

We respect your right to privacy – You can unsubscribe from future emails from us here - [Unsubscribe](#)

reference **Sample Email 2** or use **Template A** to replicate design layout



**BUY 2,  
GET 1 FREE**  
for every two bridesmaids  
to get makeup on your wedding day,  
you **get the third one free**

[INQUIRE ABOUT OFFER](#)



*look your best when  
all eyes are on you*

- Professional airbrush makeup
- False lash application
- Personalized makeup trial
- Tattoo coverage & corrective makeup

[SEE PRICES & PACKAGES](#)



*A professionally trained makeup artist, Sarah has  
been transforming women into the most beautiful  
versions of themselves for over 10 years.  
Serving the San Francisco area.*



**Sarah Peele**  
sarah@makeupbysarah.com | 555-555-5555  
makeupbysarah.com



If you wish to contact us, please do not reply to this message but email us at [email@company.com](mailto:email@company.com). You may also call us at 1-888-123-4567.

This email was sent to: [name@email.com](mailto:name@email.com)

This email was sent by: Makeup by Sarah, 1695 N. Point Street, Ste .111, San Francisco, CA 94123

We respect your right to privacy – You can unsubscribe from future emails from us [here](#) - Unsubscribe

reference **Sample Email 3** or use **Template B** to replicate design layout





*create your dream wedding cake with us*



[VIEW GALLERY](#)



[SEE FLAVORS](#)



[EXPLORE PRICING](#)



**Sally Flour**  
sally@pieceofcake.com | 555-555-5555  
pieceofcake.com



If you wish to contact us, please do not reply to this message but email us at [email@company.com](mailto:email@company.com). You may also call us at 1-888-123-4567.

This email was sent to: [name@email.com](mailto:name@email.com)

This email was sent by: Piece of Cake, 1695 N. Point Street, Ste .111, San Francisco, CA 94123

We respect your right to privacy – You can unsubscribe from future emails from us here - [Unsubscribe](#)

reference **Sample Email 4** or use **Template C** to replicate design layout



serving the San Francisco area  
for over 10 years



EXCLUSIVE, LIMITED TIME OFFER

**just \$10**

try 3 classes  
and receive 25% off  
your membership

*strengthen your core, tone your body and  
skyrocket your cardio through energized  
kettlebell workout routines*

[SEE SCHEDULE](#)



**Ashley Thompson**  
cindy@purekbtraining.com | 555-555-5555  
purekbtraining.com



If you wish to contact us, please do not reply to this message but email us at [email@company.com](mailto:email@company.com). You may also call us at 1-888-123-4567.

This email was sent to: [name@email.com](mailto:name@email.com)

This email was sent by: Pure Kettlebell Training, 1695 N. Point Street, Ste .111, San Francisco, CA 94123

We respect your right to privacy – You can unsubscribe from future emails from us here - [Unsubscribe](#)

reference **Sample Email 5** or use **Template D** to replicate design layout





## your wedding, beautifully captured

Blush Photography has captured over 1,000 weddings...let us capture yours.

All Photography Packages Include:

- FREE Engagement Session
- Second shooter
- Images on a CD
- One 16 x 20 print

[FIND MY PACKAGE](#)



blush  
PHOTOGRAPHY

# \$200 OFF

the Glamour Package  
(a \$899 value)

PROMO CODE: DBBRIDE

*must present this coupon at time of purchase. valid through 12/31/2017.*



**John Smith**  
john@blushphotography.com | 555-555-5555  
blushphotography.com



If you wish to contact us, please do not reply to this message but email us at [email@company.com](mailto:email@company.com). You may also call us at 1-888-123-4567.

This email was sent to: [name@email.com](mailto:name@email.com)

This email was sent by: Blush Photography, 1695 N. Point Street, Ste .111, San Francisco, CA 94123

We respect your right to privacy – You can unsubscribe from future emails from us here - Unsubscribe

reference **Sample Email 6** or use **Template E** to replicate design layout



## ADAMSON FACTORY

# MARCH DATES STILL AVAILABLE

## reserve your wedding date today!

*Walk through the doors of an old factory and enter into  
an enchanting world of exquisite dining, service, and memories.*

[MAKE AN APPOINTMENT](#)



**Hilary Campbell**  
hilary@adamsonfactory.com | 555-555-5555  
adamsonfactory.com



If you wish to contact us, please do not reply to this message but email us at [email@company.com](mailto:email@company.com). You may also call us at 1-888-123-4567.

This email was sent to: [name@email.com](mailto:name@email.com)

This email was sent by: Adamson Factory, 1695 N. Point Street, Ste .111, San Francisco, CA 94123

We respect your right to privacy – You can unsubscribe from future emails from us [here](#) - Unsubscribe

reference **Sample Email 7** or use **Template A** to replicate design layout

**SMILE SNAP**  
PHOTO BOOTH



**MONTHLY SPECIAL**  
get a FREE EXTRA with any package  
when you claim your date for 2016

[MAKE A RESERVATION](#)



## GET WHAT YOU WANT

- All of our packages include:
- Set-Up & Breakdown
  - Props
  - Photo Booth Specialist
  - Custom Messaging on Printouts
  - Online Photo Album

[SEE PACKAGES](#)



**Bill Turner**  
bturner@smilesnap.com | 555-555-5555  
smilesnap.com



If you wish to contact us, please do not reply to this message but email us at [email@company.com](mailto:email@company.com). You may also call us at 1-888-123-4567.

This email was sent to: [name@email.com](mailto:name@email.com)

This email was sent by: Smile Snap Photo Booth, 1695 N. Point Street, Ste. 111, San Francisco, CA 94123

We respect your right to privacy – You can unsubscribe from future emails from us here - [Unsubscribe](#)

reference **Sample Email 8** or use **Template E** to replicate design layout



# CINDY MORGAN

– photography –

*your love story should be inspiring*



ENGAGEMENT



GETTING READY



THE DETAILS



THE COUPLE



**Cindy Morgan**  
cindy@cindymorganphotography.com | 555-555-5555  
cindymorganphotography.com



If you wish to contact us, please do not reply to this message but email us at [email@company.com](mailto:email@company.com). You may also call us at 1-888-123-4567.

This email was sent to: [name@email.com](mailto:name@email.com)

This email was sent by: Cindy Morgan Photography, 1695 N. Point Street, Ste .111, San Francisco, CA 94123

We respect your right to privacy – You can unsubscribe from future emails from us here - [Unsubscribe](#)

reference **Sample Email 9** or use **Template B** to replicate design layout

# TRAVEL THE WORLD

TRAVEL AGENCY

Your Honeymoon, in Paradise...  
You Just Choose Where



Limited Time Offers...Hurry Before They're Gone

Riviera Maya	from \$98/night	<a href="#">BOOK NOW</a>
Dominican Republic	from \$67/night	<a href="#">BOOK NOW</a>
Bahamas	from \$54/night	<a href="#">BOOK NOW</a>
Playa del Carmen	from \$73/night	<a href="#">BOOK NOW</a>



Exclusive deals, special perks, time saved for you!  
**Jane Roberts**  
jane@traveltheworld.com | 555-555-5555 | traveltheworld.com



If you wish to contact us, please do not reply to this message but email us at [email@company.com](mailto:email@company.com). You may also call us at 1-888-123-4567.

This email was sent to: [name@email.com](mailto:name@email.com)

This email was sent by: Travel the World Travel Agency, 1695 N. Point Street, Ste. 111, San Francisco, CA 94123

We respect your right to privacy – You can unsubscribe from future emails from us here - [Unsubscribe](#)

use **Template A** to replicate design layout



## inspired and beautifully yours

SAN FRANCISCO-BASED WEDDING PLANNERS



### SERVICES

We work with you to create an event that truly represents your unique sense of taste and style, and matches your dreams for your special day.

[see services >](#)



### GALLERY

We bring all of our know-how to the table and combine design, vision and execution, in order to make the events come alive. Check out our work.

[see gallery >](#)



### TESTIMONIALS

"I must admit I was blown away by what a difference her knowledge and expertise made...All of my guests agreed this party really stood out..."

[see testimonials >](#)



*Madison Kelly is dedicated to providing superior service and exciting ideas with grace and style. Her original imagination, and superior organizational skills define her as one of the most requested event coordinators in and out of San Francisco.*

[events@madisonkelly.com](mailto:events@madisonkelly.com) | 555-555-5555



**Madison Kelly**  
[events@madisonkelly.com](mailto:events@madisonkelly.com) | 555-555-5555  
[madisonkelly.com](http://madisonkelly.com)



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