

Designing for Impact

Email Template Structures
For Retail



Impact



Growth

What Components Should You Include in Your Hero Section?

Include Your Logo

Add your logo to the top of the email to create identity, trust and recognition.

Grab Attention with a Strong Image

Include an image that will introduce the theme of the email and get your readers excited about your product.

Use a Divider Line

A divider line is a subtle way to add visual interest and separate areas in your email.

Short and Sweet

Boost your impact with a short, engaging message to get your readers hooked.

Add a Supporting Image

Add a supporting image to help carry the theme.



Add a Website Link to Your Logo and Main Image

If your readers click on these items, they will be directed to your website.

Headings Carry Weight

This bold text is the first place readers will look. You only have 3 sec to grab their attention.

Add Key Details with a Subheading

Keep your readers engaged by ensuring they can easily see important details.

Include a Bold Button

Customize your call-to-action with our button editor to help it stand out.

Complete the Body and Footer

Include a Coupon or Sales Incentive

Use the coupon block to give your customers a reason to shop. Add some urgency with limited time offers.

Encourage the Click with a Call-to-Action Button

Add a downloadable coupon or link to more information about the offer.

Add a Supporting Item

In addition to your sales offer or featured products, add additional information like a request for Google reviews from happy customers.

Remind People Who You Are

Make sure you incorporate your logo again to reinforce your brand identity.

Give People Additional Ways to Connect

Add addresses, contact links from your website, and/or [social media links](#) to encourage people to connect.

Encourage Spreading the Word to New Networks

Use a small heading text and [Social Share icons](#) to let people share your message easily.


Take An Additional 10% OFF

Arrive early and snag additional savings off the entire purchase.

Shop between 10 AM - 12 PM and receive an additional 10% off your total purchase. Must present coupon at time of purchase

DOWNLOAD COUPON





Do You Love Our Jeans?




Encourage your shoppers to leave reviews about your store and their shopping experience.

TELL EVERYONE - SHARE A REVIEW



COMPANY

LOGO GOES HERE





Your Company


123 Jeans Road
Loveland, CO 80538


Contact Us

Know Somone Who Needs New Jeans?

 Share This Email

 Share This Email

 Share This Email

 Share This Email

Best Practices for Retail Services

When crafting an email for a retail company, it's essential to focus on clarity, engaging content, and at least one call to action. Keep in mind that your audience will be more engaged if your email is visually pleasing and well branded. As you build your email, here are a few things to think about:

The top of your email matters the most! You only have 3 seconds to capture interest. Be sure to include a strong, interesting photo that represents your products and brand well. In addition, add clear and engaging headline information. You can draw your reader in with headlines that pique curiosity or leave them wanting to scroll the email for more information. When appropriate, add statements of urgency like 'for a limited time only' or 'Sale ends tomorrow'.

As you move through the creation process, the body of the email should highlight products like new arrivals, sale items, and featured merchandise. Including photographs of your items will help drive your sales and introduce your shoppers to products you have in stock. If you have a website, you can include Call to Action buttons that will direct your customer to shop online and, if you prefer your customers to shop in person, including photos will help them to know what items they will find in your store.

Be sure to keep your email short to ensure your content is read and your reader doesn't feel overwhelmed with information. Since your focus is retail, you can separate out your content and feature just a few items or product categories in one email. This will help you to keep your email marketing fresh and manageable.

If you start creating your email and would like a little extra help, we have resources to help you along the way. [Try our new AI content generator](#) for help writing product descriptions and to generate content. Our [brand kit](#) can help you find your logos and brand colors straight from your website. And, if you need help defining your brand or creating a logo, our [One-Time Professional Design Services](#) can help work with you to create something that will bring your brand to life.

