

Design the Perfect Email: A Checklist for Success

1. Header

- Did you use a recognizable "From" name?
- Is your reply address correct?
- Is your subject line 4-7 words?

2. Preheader

- Does your preheader further entice the reader to open your
- Is your preheader 6-11 words?

3. Logo & Colors

- Does the logo link to your website?
- Do the colors of your background, headline, buttons, and dividers match your brand?

4. Image

- Does your image support the message of your email?

5. Text

- Have you used at least 21pt text for your headline and at least 14pt text

6. Call-to-Action

- Do you have a call-to-action button with a compelling command?

7. Footer


- Does your footer include the correct company information?
- Did you add your social buttons (and double check the links)?


From: Southside Cycling

Reply: southside@constantcontact.com

Subject: Look what just arrived!

New season, new bike! Get out and ride!





Spring Models Have Arrived!

We've stocked the store with state-of-the-art bicycle models including Giant, GT, Cannondale, & many more! If you've been thinking of getting a new bike, there's no better time than now. You can even trade

View New Models

Southside Cycling 123 Main Street southsidecycling.com	Store Hours: M-Th: 11am-8pm 866.289.2101
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