**GOALS/AUDIENCE**

**Client Goal:**

**□** Form Fill □ Brand Awareness □ Event/Ticket Sales

**□** Retargeting □ Coupon/Discount Code **□** Product Emails

**□** Announcement □ Offer □ Seasonal

**□** Other: Promotion

**Who is the target audience?**

**□** Business-to-Business: B2B

**□** Business-to-Consumers: B2C

B2C

* Profile #1:

**LAYOUT**

**Provide a URL to a sample of your preferred layout.**

* *The best place to search for sample layouts is* [*https://reallygoodemails.com/*](https://reallygoodemails.com/)
	+ *Ex URL:*
	+ *If your preferred email template has buttons or icons, do you want those to link to specific subpages on the client’s website? If so, indicate below:*

Button/Icon**:**

Button/Icon**:**

Button/Icon:

**What social media icons would you like to include (please provide URL to business profile page)?**

**□** Facebook URL:

□ Instagram URL:

**□** YouTube URL:

**□** Twitter URL:

□ Pinterest URL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_□ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Do you want to include a top navigation bar like the example below?**



**□** No

**MESSAGING**

**Provide the image instructions, headline, main messaging, and call to action (the main feature of the email):**

**From:**

**Subject:**

**Visual Design:**

**Messaging to include:**

**Text:**

□ **Preview Text?**