WebManics

Branded Promo Email #1

[Product Listing](#)

Product ID: 485

Contents

What makes this a valuable investment?

Enhanced Brand Presence

- **Consistent branding**: A custom template reinforces brand identity, ensuring every email aligns with the brand's colors, fonts, and voice, creating a professional and memorable impression.
- **Improved recognition**: Consistent design helps subscribers quickly recognize your brand, increasing familiarity and trust over time.

Time and Resource Efficiency

- **Easy setup and reusability**: Save hours by reusing the template for different campaigns, allowing teams to focus more on content and less on design.
- **Faster campaign launch**: Pre-set layout options and placeholders mean faster turnarounds, helping you respond quickly to marketing opportunities.

High Engagement and Conversion Potential

- **Optimized for mobile**: With a responsive design, your emails look great on any device, helping increase click-through rates from mobile users.
- **Clear call-to-action**: Strategically placed CTAs improve conversion rates by guiding your audience to take action.
- **Engaging layouts**: Visually appealing templates grab attention and reduce unsubscribe rates, ensuring your message is delivered effectively.

Advanced Tracking and Customization

- Analytics Integration: Track open rates, click-throughs, and conversions right from HubSpot, making it easier to measure success and optimize future campaigns.
- Customizable Modules: With flexible elements, users can easily personalize sections to fit various campaign themes or content types, making the template versatile.

Increased Deliverability and Compliance

- Improved Deliverability: HubSpot-optimized templates are built to reduce spam score, increasing the chances of landing in subscribers' inboxes rather than spam folders.
- Compliance-Ready: Templates can include required fields, such as unsubscribe links, ensuring GDPR compliance and improving user trust.

Cost-Effective Marketing Solution

- One-Time Investment, Ongoing Value: For a one-time cost, businesses gain a scalable email marketing asset they can use indefinitely.
- Professional Quality without a Design Team: Small businesses benefit from a polished, agency-quality design without needing to hire designers for every campaign.

Scalability and Adaptability

- Easily Scales with Business Growth: As needs change, users can adjust and expand the template to handle new types of promotions or communications.
- Future-Proof for New Campaigns: Designed to be versatile, the template accommodates seasonal campaigns, product launches, newsletters, and more.
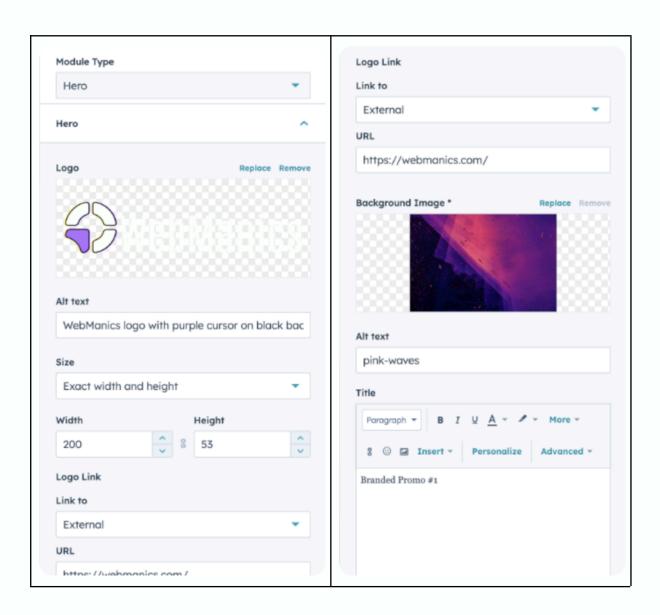
Introducing the backend

Our email builder features two custom modules that empower you to design a dynamic, personalized email layout:

1. branded-promo-1-body
2. branded-promo-1-footer

Each of these modules comes with customizable options and suboptions, giving you the flexibility to design your email effortlessly!
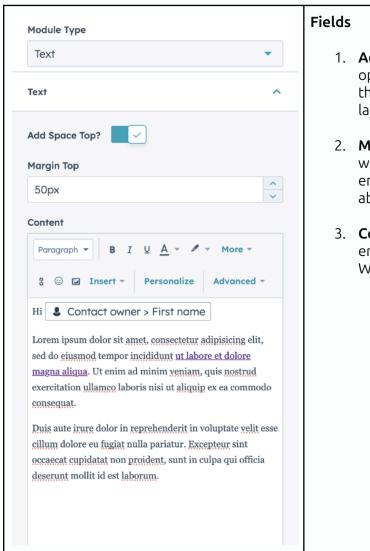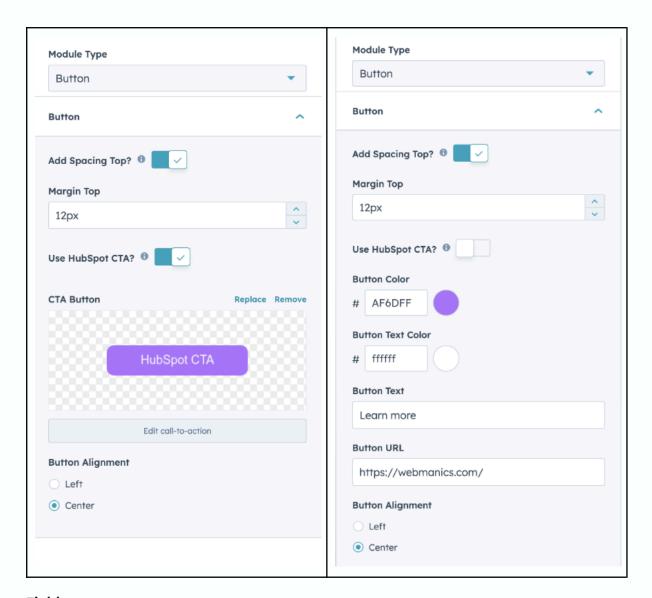
Body

Hero

Fields

1. **Logo**: This optional field lets you include a logo in your email

2. **Logo Link:** This optional field enables you to add a hyperlink to your logo.

3. **Background Image:** This required field allows you to upload a background image for the section. For best results, use a PNG or JPEG with a low file size. Note that the image height will define the section height, so ensure it is optimized accordingly.

4. **Title:** This optional field lets you include a compelling title for your email.

Text

Fields

1. **Add Space Top?**: Activate this option to adjust the spacing above this section, tailored to fit your layout.

2. **Margin Top**: This field appears when the 'Add Space Top' option is enabled. Enter the desired spacing above your section here.

3. **Content**: The main body of your email—add your content using the WYSIWYG editor here.
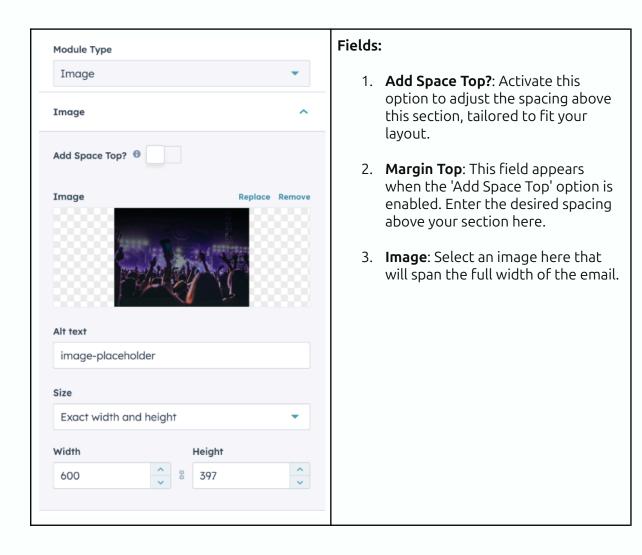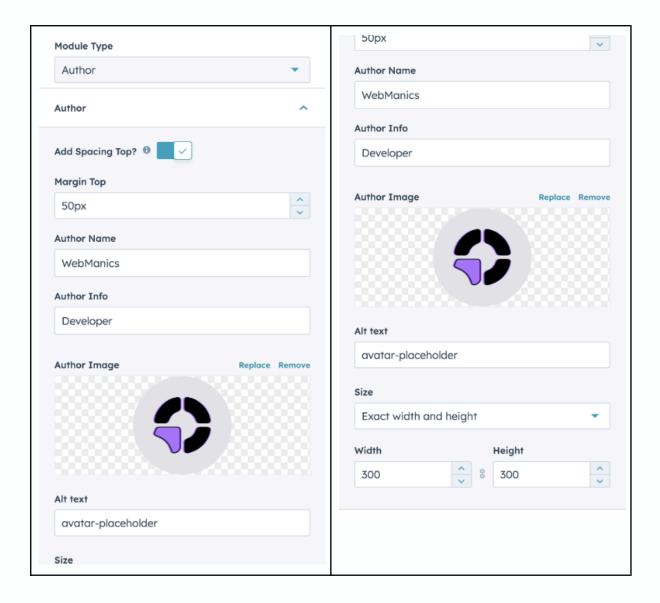
Button

Fields:

1. **Add Space Top?**: Activate this option to adjust the spacing above this section, tailored to fit your layout.

2. **Margin Top**: This field appears when the 'Add Space Top' option is enabled. Enter the desired spacing above your section here.

3. **Use HubSpot CTA?**: Enable this option to add a HubSpot CTA to your email for improved tracking and reporting.

4. **CTA Button**: This field appears when the 'Use HubSpot CTA' option is enabled. Choose a HubSpot CTA to use here.

5. **Button Color**: Enter the background color for your button here. This option will only appear if 'Use HubSpot CTA' is disabled.

6. **Button Text Color**: Enter the text color for your button here. This option will only appear if 'Use HubSpot CTA' is disabled.

7. **Button Text**: Enter the text for your button here. This option will only appear if 'Use HubSpot CTA' is disabled.

8. **Button URL**: Enter the destination URL for your button here. This option will only appear if 'Use HubSpot CTA' is disabled.

9. **Button Alignment:** Choose between left or centered alignment for your button.

Image

Fields:

1. **Add Space Top?**: Activate this option to adjust the spacing above this section, tailored to fit your layout.

2. **Margin Top**: This field appears when the 'Add Space Top' option is enabled. Enter the desired spacing above your section here.

3. **Image**: Select an image here that will span the full width of the email.
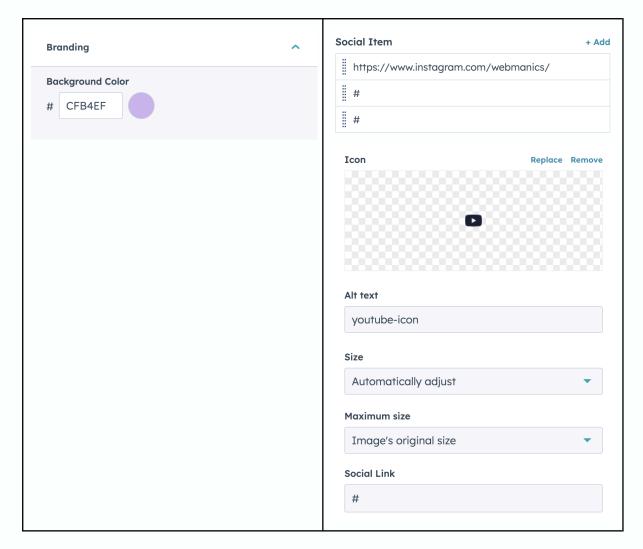
Author

Fields:

1. **Add Space Top?**: Activate this option to adjust the spacing above this section, tailored to fit your layout.

2. **Margin Top**: This field appears when the 'Add Space Top' option is enabled. Enter the desired spacing above your section here.

3. **Author Name**: Enter the author's name here.

4. **Author Info**: Enter additional author information here, such as their role or region.

5. **Author Image**: Select the author's image here to provide a visual cue for the reader.

Footer

Fields:

1. **Background Color:** Enter the footer background color here.
2. **Social Item**: Create as many social items as needed by clicking the 'Add' button.
   a. **Icon**: Add a social icon here (in PNG or JPEG format).
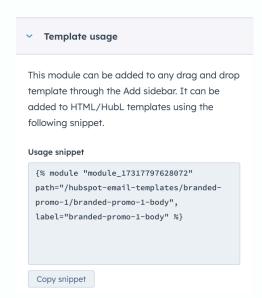   b. **Social Link**: Link your icon to the desired social platform URL.

Installation

Upon purchase, you'll need to make a small adjustment to the main template file to ensure it works with your HubSpot setup. Please follow the instructions below:

1. Upload purchased files to your HubSpot portal
2. Click and open **branded-promo-1-template.html**
3. On lines 184 and 185, you'll see references to the modules included with your purchase. The path will need to be updated to match your folder structure.

```
▼ 183  <div id="column-0-0" class="hse-column hse-size-12">
  184       {% module "module_17301563619011" path="/hubspot-email-templates/branded-promo-1/branded-promo-1-body", label="branded-promo-1-body" %}
  185       {% module "module_17301544176032" path="/hubspot-email-templates/branded-promo-1/branded-promo-1-footer", label="branded-promo-1-footer" %}
  186  </div>
```

The easiest way to do this is by following these steps:

4. Firstly, click into the "**branded-promo-1-body**" module
5. On the right-side sidebar, scroll to the bottom until you see a section called '**Template Usage**'
6. Copy the '**Usage Snippet**'

7. Navigate back to **branded-promo-1-template.html** and paste this snippet on line 184
8. Next, click into the "**branded-promo-1-footer**" module
9. Repeat step 5, 6 and 7, but paste the snippet on line 185

The email setup is now configured to work with your HubSpot setup.

Support

If you have any questions about our services, support, or any issues, please don't hesitate to reach out to us at *support@webmanics.com*.

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