

12-Day Road to BFCM Challenge

Day 2: Build your email template

Why is email design important?

Design makes a difference



80% of users delete an email right away if it doesn't look good on their mobile device.



Adding something as simple as GIFs to emails has shown as much as a 103% increase in conversions

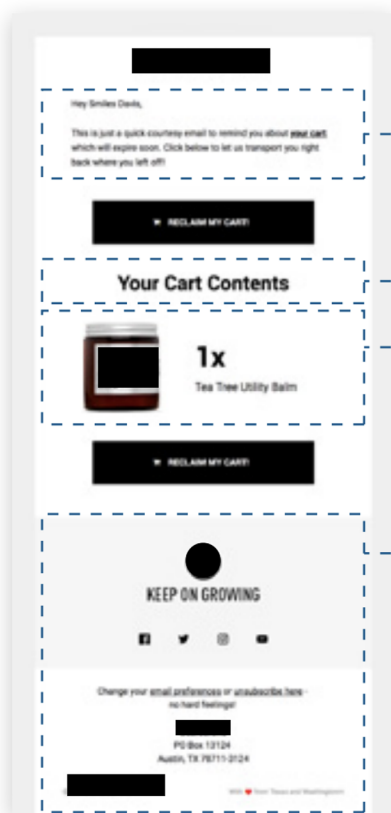


Including videos in emails can increase click-through rates up to 500%

Anatomy of a High-Converting Email

Automated Emails

Automated Email Template



Text Block

Header

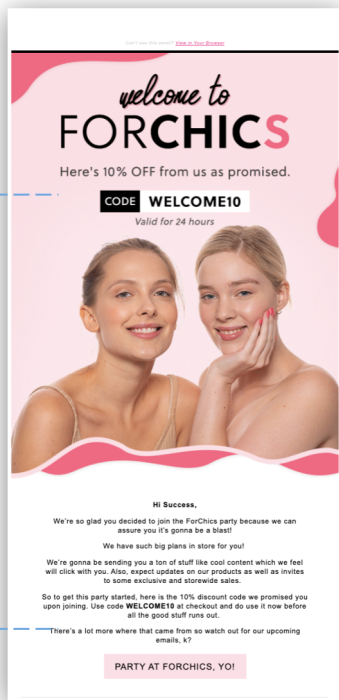
Dynamic Product Block

Footer

Automated Emails: **Example of Welcome Email**

Warm welcome +
discount offer

Establish your brand
tone and build
relationship



YOUR NEW OBSESSION ♡



SHOP #EXTRACHIC ➔

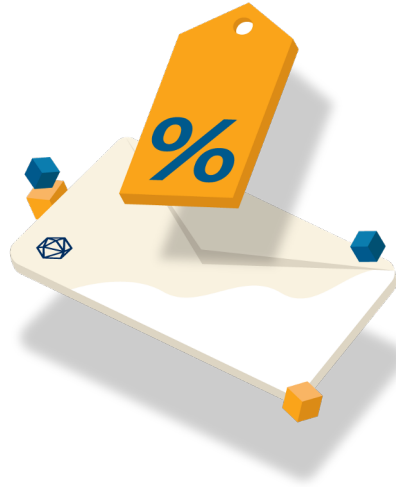
FOLLOW US

No longer want to receive these emails? [Unsubscribe](#).
 EarthX 3003 W Olympic Blvd Ste 106-200 Los Angeles, CA 90006

Bestseller feature

Where else can your customers find you?

Manual Emails

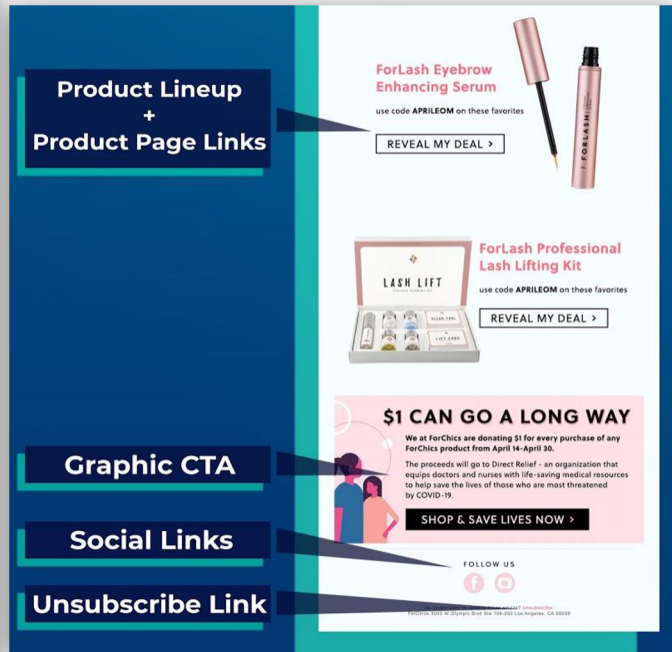


Sales Emails



Content Emails

Manual Email: *Sales Email*



Manual Email: **Content Email**

Banner Placeholder

Header Block

Text Block with Header



2. EAT A HEALTHY DIET

Your diet affects you (and the same way it affects your body). Eat healthy, balanced meals and your hair will grow faster, feel stronger.

Protein is at the top of the list. Hair is partially built of protein so, naturally consuming it will benefit your beard. Beef, meat, poultry, eggs, soybeans, these are all good sources of protein.

Eat loads of nuts. Nuts are high in biotin, one of the most important vitamins for growing facial hair.

Find food high in Vitamin C to improve your immune system and speed up the hair growth. Some good examples: blueberries, kiwis, lemons, oranges, lemons, kiwis, and, my personal favorite, pineapple (yes, it's a fruit).

Eat your leafy greens, spinach, broccoli, kale, Brussels sprouts. These are high in Vitamin A, which helps maintain your follicles.

3. USE PHOTOS TO DRIVE YOU TOWARDS YOUR GOAL

Photos will inspire and motivate you as you go through the ups and downs of growing your beard.

Collect photos of your dream beard to visualize what you're working towards. Look for photos of men with your beard length for more support.

Document your own journey. No need to start a blog (though it certainly can't hurt). But take frequent photos of your beard to keep track of how far you've come. Trust me, it's really helpful to look back through that data.

4. WHEN IN DOUBT, GROW IT OUT

7 Best Practices for Email Design

1

*Review the Anatomy
of a High-Converting
Email*

2

*Responsive Design is
Not Optional*

3

*Don't Stray Far from
Your Brand*

4

*Follow the
Recommended
Visual Hierarchy*

5

*Design with Dark
Mode in Mind*

6

*Never Stop A/B
Testing*

7

*Know When to Use
Graphic Emails and
Plain Text Emails*



More Examples of Highly-Effective Email Designs

Rossi
NAILS
NEW YORK

July 4th Sale

Good news, Rossi Babes!
Our special July 4th sale is back.
For one day only, get:

10% OFF EVERYTHING
ON ROSSINAILS.COM

BUY 3 GET 1 FREE ON
ALL DIP POWDERS



WITH THE CODE
JULY4



WITH THE CODE
GLAM4



Visit Store Now

Can't see this email? [Click to View Images](#)

HAPPY FATHER'S DAY

Let's Celebrate Dad On This Special Day!



SPOIL DAD (OR YOURSELF!)

Wherever you are in the world, dad
will always be by your side.

It may be last minute, but like his love for you - gifting dad something sweet is timeless and appreciated. Let's celebrate by giving your old man something loving, warm, and makes him feel like your arms are wrapped around him.

is like the big hug of love he's expecting from you.
Let's make it happen with this Father's Day.

Looking for a last minute gift that you can give to Dad today? The team at HQ have brainstormed some thoughtful ideas for you:

welcome to FORCHICS

Here's 10% OFF from us as promised.

CODE **WELCOME10**

Valid for 24 hours



Can't see this small? [View in Your Browser](#)

FORCHICS

It's Time To
BOW TO THE BROW



FREE DELIVERY FOR ORDERS \$50+ US AND \$99+ WORLDWIDE

READY TO SHAKE UP YOUR SKINCARE ROUTINE?



Putting your best face forward can seem like a challenge these days. With so many different products on the market, how can you choose? Finding the best vegan products for your skin type doesn't have to be difficult.

[READ ON](#)

> THE FUTURE OF BEAUTY <

TRULY BEAUTY VEGAN COLLAGEN LINE

Save up to 10% on bundle + Free shipping
Promo ends April 29 at 11:59 PM PST

Partnership with [Olay in Your Browser](#)

TRULY

SOMETHING EXCITING IS ABOUT TO HAPPEN!

Whitelist us so you
don't miss this.

It's not quite Black Friday yet. But we're so excited for all those crazy good sales that we decided to start earlier than expected.

The bad news is... you're gonna have to wait.
Maybe a few days?

The good news is you're getting an irresistible discount to create your own IG-worthy bundled treats.

If you wanna catch this sale, make sure to whitelist our emails so don't miss a single thing.

FREE SHIPPING on orders over \$70

Rossi
NAILS
NEW YORK

You've got early access, Success

Black Friday
STARTS TODAY

**25%
OFF**

no minimum spend - on anything

USE CODE
BVIP25
AT CHECKOUT

Shop Now

Can't see this email? [View in Your Browser](#)

Calming Blanket

Fall In Love With
Dreamy Bedtimes

With \$120 OFF This Valentine's Day



SHOP NOW



BLACK
FRIDAY
**IS
HERE**

CODE: **BLKFRDY70**

BUY 1 ITEM FOR 70% OFF

CODE: **BLKFRDY75**

BUY 2 ITEMS OR MORE FOR 75% OFF

VALID FOR 72 HOURS ONLY

GET THAT DRIP

See you tomorrow!

Q4 SALES

*Your Q4's Email & SMS
marketing covered.*

BOOSTER PACK

- 8 Custom Emails/month
- 4 SMS Campaigns/month
- Custom Lead Capture Pop-up
- Custom Email Copy, Content & Creatives
- Performance Reporting
- Custom Holiday Sales Strategy

Schedule a Complimentary Strategy Session

chronos.agency/application

OR

Email us at
sales@chronos.agency



**After working with Chronos, our
ROI has doubled in Marketing.**

**Chris & Strife,
8-figure Brand Owners**

**Chronos' clients sees
an average ROI of**

3500%

That's \$35 back in your pocket
for every dollar you spent

**Their team expertly mapped
out the entire process.**

**Gabriela Miraglia,
Director of Marketing, Kerotin Hair Care**

While they've done an excellent job in terms of revenue, they've even more impressively built our brand equity. Continuously engaging our audience is the most valuable part of their service. I'm using them now for more than one company, and they're doing fantastic on both

**Vince Wang,
CEO, Gift Accessories Company**

I had a goal to have 20% of our revenue come from email marketing. They've met and exceeded our target. They were able to take full control of email marketing, allowing my focus to be on other things.

**Founder,
E-Commerce Company**

Their commitment to incorporating all feedback into their work as well as their sense of urgency impressed us.

**Head of Products,
Wellness Company**

Apply for your free strategy session here:
<https://chronos.agency/application/>