

Previewing your email on a **mobile device** for quality ensures maximum reach and engagement.

A **subject line** that provides a sneak peak at the best content in the email encourages recipients to read more.

From: Bennington Museum (info@benningtonmuseum.org)
Subject: **Come Visit Us... Fill Your Mind with Art**

From email address that professionally represents your organization.



Logo and brand colors lets recipients quickly recognize the email is from a business or person they know and trust.

Bennington MUSEUM

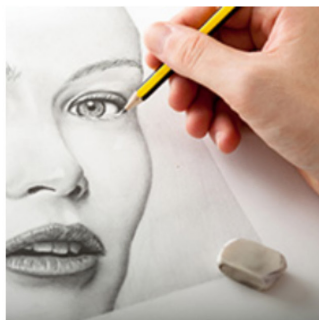
Happening at the Bennington Museum:



Youth Summer Classes

From painting to sculpture with recycled materials, there's a class for everyone ages 5-18

[Sign Up for Classes](#)



Drop-in-N-Sketch

Free drawing classes... all levels welcome! Class meets every Monday evening from 7-9 PM

[Learn More](#)



Live Jazz Every Thursday

Come hear the local talent every Thursday evening at 8pm in this special series.

[Purchase Tickets Online](#)

The use of a **few small images** brings order and visual appeal to the page, making it easy to read.

One **call-to-action** for each message telling recipients exactly what you want them to do will help reach your marketing goals.



Stay Connected



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Short copy makes it easy for recipients to gain interest and increases the likelihood they will read the whole email.