

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.

Inbox (771)

From: Brimfield Inn (reservations@brimfieldinn.com)  
 Subject: **Rooms Still Available - Book Today!**

**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.



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

### Brimfield Antique Fair

The Brimfield Antique Show has been named one of the top ten antique fairs in the country by Antiques Quarterly, and is the largest in New England. Boasting nearly 4,000 vendors from all over the country, this 3-day outdoor fair, a July favorite attraction, has something for everyone.



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

[LEARN MORE](#)

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

### Rooms Going Fast for July

Begin and end your day at our comfortable, quaint New England inn, nestled in historic Brimfield. Each guest room is individually decorated, making each visit unique. Also enjoy our new restaurant menu!



A **single column** ensures your email can be easily viewed on a mobile device.

[MAKE A RESERVATION](#)

Brimfield Inn | 400 Main Street, Brimfield, MA 01010 | (866) 555-1400 | [www.brimfieldinn.com](http://www.brimfieldinn.com) | [info@brimfieldinn.com](mailto:info@brimfieldinn.com)

CONNECT WITH US!



[Forward to a Friend](#)