

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

From: **Southside Cycling** (info@southsidecycling.ocm)
Subject: **Great Gift Ideas**

From email address that professionally represents your organization.



SOUTHSIDE •CYCLING•

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.

Awesome Gift Roundup: Special Holiday Edition

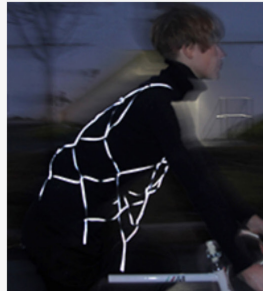
We polled the Southside Cycling experts, broke up a couple of heated debates, and compiled this list of our favorite gift ideas, many of which we're hoping to get ourselves.



BIANCHI C2C Vertigo

The newest addition to Bianchi's carbon-frame C2C line of endurance road bikes. Available with **Shimano 105 (\$2000)** or **Campagnolo Veloce (\$2400)** drivetrains. Our expert, Gary, will help you find the right one.

[Buy Now](#)

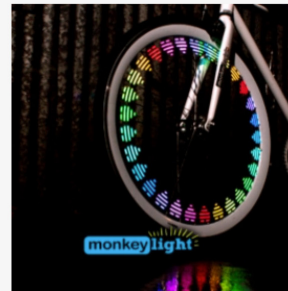


DARGELOS Lightning Vest

If safety is your priority, this mesh overlay, made from 3M reflective tape, will do the job. Bonus: it packs up smaller than your smartphone.

\$138.

[Buy Now](#)



MONKEY LIGHT M232

Turn wheels into spinning LED Lite-Brites. You'll be visible at any speed and cars will stop in awe of you. Check out our video for yourself.

\$60.

[Buy Now](#)

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.

Still not sure what to get? We can help you find the perfect gift for your favorite cyclist. **Call us at (781) 555-3870** or stop by. We also have gift cards that go from \$5 to \$5,000.

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