Constant Contact

Template used: **BASIC 1 COLUMN**

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 email address that professionally represents your organization.

Inbox (771)

From: Olivia's Hair Salon (olivia@oliviahairsalon.com)

Subject: **40% Off Cut & Color Coupon Inside**

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

Olivia's Salon

Summer Special: 40% OFF Color/Cut Combo Package

Start the summer off right, with 40% off a color and cut with Worcester's Top Stylists & Colorists!

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

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

Schedule an appointment today!

Olivia's Hair Salon
47 Pleasant Street
Worcester, MA 01602
(508) 555-5555
olivia@oliviahairsalon.com

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

Save 40%

Print out and bring this coupon in to save 40% with a color and cut combo. Single use only. **We love referrals** and encourage you to share the offer with friends and family... every customer you refer to us will save you an additional 10% per visit! Referral must name you personally. One referral usage per visit.

Offer Expires: August 31st