

Accellion

Modular email template system v2.

StyleCampaign



Contact

Name: Anna Yeaman, Creative Director

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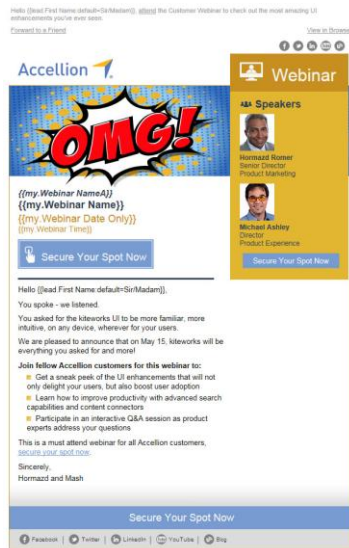
Content

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Modular template use cases

Some existing use cases to include:

Email 1 - Webinar invite with speakers




Email 2 - Newsletter



Email 3 - Announcement

Hello {{lead.First Name:default=Sir/Madam}}, check out the [ER App for Google Glass](#) built using the secure kiteworks mobile SDK.

[Forward to a Friend](#) [View in Browser](#)



Hello {{lead.First Name:default=Sir/Madam}},

Watch an ER physician quickly and securely retrieve patient data and consult with specialists while keeping her focus on her patient using the ER App for Google Glass.

[Watch The ER App Video](#)

This secure HIPAA compliant app:


- Notifies the ER physician that a patient has arrived
- Allows the physician to assign herself to the patient and read the patient's chart
- Alerts the physician when an MRI is complete
- Enables the physician to consult with a specialist on the MRI results
- Can be extended to include many more features to meet your needs

Discover how the kiteworks by Accellion secure content platform enables your developers to develop a new generation of enterprise apps to securely mobilize your healthcare content. To learn more, visit us at [developer.kiteworks.com](#).

Sincerely,
The Accellion Team

Email 4 - Invite live event

[View in Browser](#)



Accellion

Invitation

{{my.Webinar Name}}
{{my.Location}}
{{my.Webinar Date Only}}

[RSVP Now](#)

Please RSVP by September 6, 2013.

Hello {{lead.First Name:default=Prospective Member}},

I wanted to follow up on the recent email you were sent from Accellion CEO, Yorgen Edholm. We hope that as a valued customer and trusted advisor, you'll accept our invitation to join the Accellion Customer Council.

As a Council Member, you will have the opportunity to:

- Advise us on strategic direction, key industry trends, and business priorities
- Gain insight into Accellion's vision and roadmap directly from the product team
- Network with talented IT peers and share best practices
- Establish relationships with the Accellion team

Accellion is pleased to provide your lodging, as well as meals and entertainment during the event.

I look forward to seeing you at this exclusive event.

Sincerely,
{{lead.Owner First Name:default=The Accellion Team}}
{{lead.Owner Last Name:default=}}

Meeting Location
Accellion's Headquarters
1804 Embarcadero Road
Palo Alto, CA 94303

Agenda

Monday, October 14
Arrive in Palo Alto, CA

Tuesday, October 15
8AM Breakfast/Introductions
9AM Customer Council
6PM Dinner & Entertainment

Wednesday, October 16
8AM Breakfast
9AM Customer Council
12PM Lunch
1PM Depart
-- or --
1PM Optional Usability Lab & 1:1 Meetings
3PM Depart

Hotel
Westin
675 El Camino Real
Palo Alto, CA 94301


Questions?
Contact Nina Seth at +1.650.485.4329 or email nina.seth@accellion.com.
Visit our [FAQs](#) page.


[RSVP Now](#)

[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#) | [Blog](#)

Email 5 – Webinar thank you

Hello {{lead.First Name:default=Sir/Madam}}, here is your kiteworks replay, kiteworks trial, and Dropbox whitepaper.
[Forward to a Friend](#) [View in Browser](#)



Accellion 

Replay

{{my.Webinar Name Replay}}


Hello {{lead.First Name:default=Sir/Madam}},
Thank you for attending the {{my.Webinar Name 3}} and kiteworks™ Demo.
For your convenience, the recorded webinar is now available.

[View The Recording Now](#)

To learn more about how kiteworks can solve your enterprise mobile file sharing needs, please [contact us](#).

Sincerely,
The Accellion Team


[View The Recording](#)




Solve the Dropbox Problem with Enterprise Content Connectors
Make the use of Dropbox more secure, manageable, and compliant in your organization.
[View Now](#)

14-day Trial
Ready to experience kiteworks? Get a free 14-day Hosted Trial of kiteworks by Accellion.
[Start Today](#)

Email 6 – Support update



Accellion 

Tech Advisory

Accellion Customer Tech Advisory: Software Patch FTA_9_11_190 Now Available


Hello {{lead.First Name:default=Accellion Customer}},
Accellion has released a new software patch, FTA_9_11_190, and your attention is needed.
The code signing certificate on your Accellion service must be updated. The current certificate expires on March 11, 2015.
If an update to FTA_9_11_190 is not performed, customers will not be able to utilize the Java Applet after March 11, 2015.
Once the update is performed, users that utilize the Java Applet will be prompted to accept the new applet as they did when they first used the Accellion service.
This update includes fixes for vulnerabilities reported under CVE-2014-3571, CVE-2015-0206, CVE-2014-3569, CVE-2014-3570, CVE-2014-3572, CVE-2014-8275, CVE-2015-0204, and CVE-2015-0205. To address these vulnerabilities we've updated the OpenSSL libraries to version 1.0.1i.

To install the update on Accellion File Sharing:

- Log in to the "Administrative Web Interface"
- Go to "Administration"
- Select "Software Update"
- Click "Check for Update"
- The update resolving this is "FTA_9_11_190"
- Once the screen indicates an update is available click "Update Now"

Full details of this release can be found on the [Accellion Support Portal](#).
If you have any questions, please contact Accellion Support at support@accellion.com or call 1.888.654.3778 (North America) or 1.650.485.4350 (international).

Sincerely,
Frank Balonis
Senior Director Technical Services



Proposed module list v2

Below are the eleven modules you decided upon. The wireframes are not high fidelity, but very rough approximations. The details will be decided when we create the desktop and mobile mockups, which we present to you for feedback. The purpose of this document is to identify the modules and therefore finalize a budget, not design the modules in any detail.

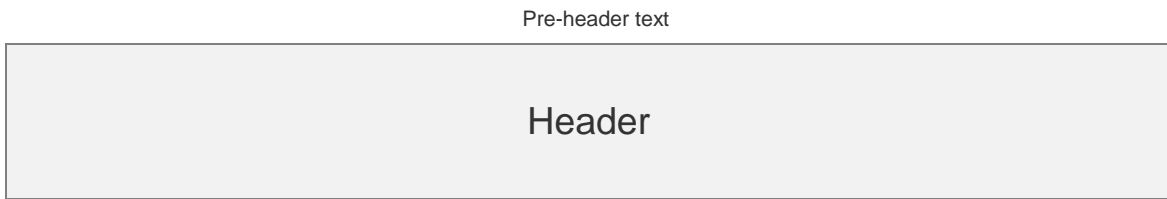
You may want to tweak or add a module once you view the mock ups. Things become a lot easier to visualize at that stage in the process. But the initial module list and what we end with is usually very close.

- 1 - Header with pre-header
- 2 - Footer with social
- 3 - Primary messaging with bullets and CTA
- 4 - Fluid image
- 5 -Three column image and text
- 6 -Two column image top and text bottom
- 7 -Event agenda with CTA
- 8 - Article 50/50 split image left text right
- 9 - Secondary article text only
- 10 - Upcoming events list
- 11 - Quote

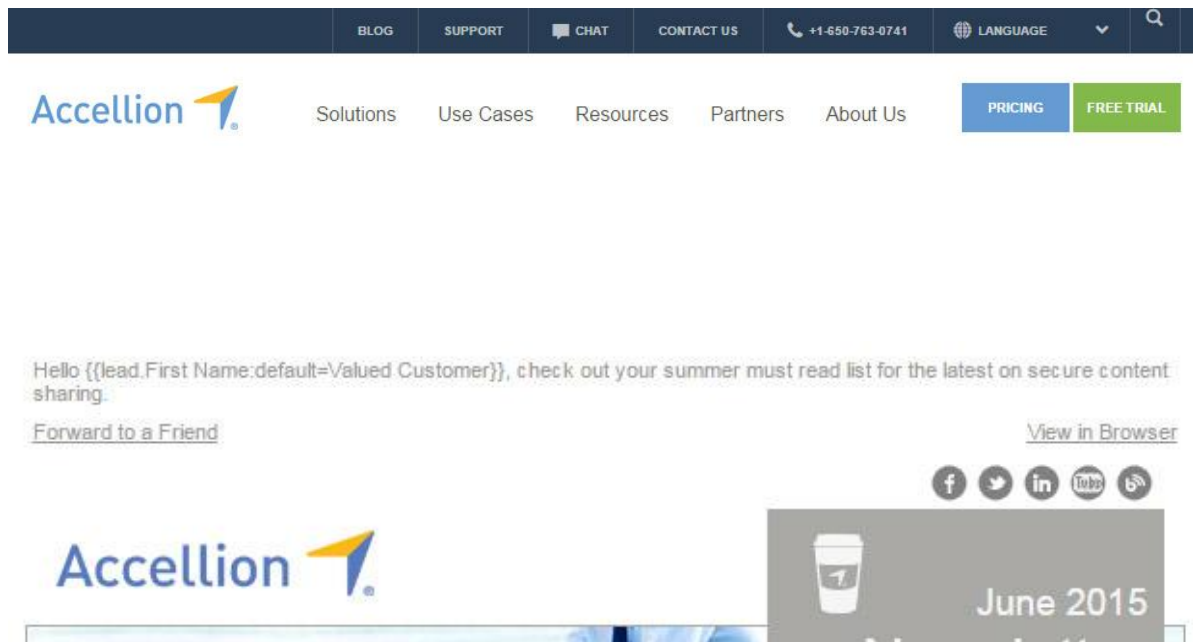
Proposed modules

Below is our second draft for the proposed modules:

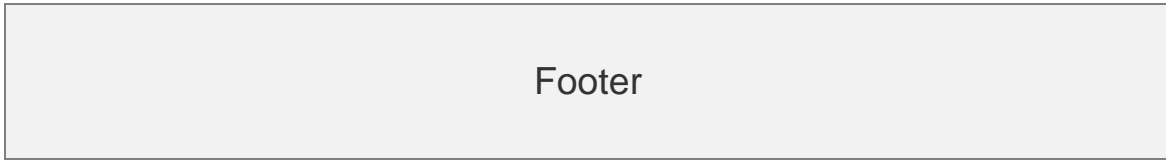
1 - Header with pre-header



As seen here:



2 – Footer with social



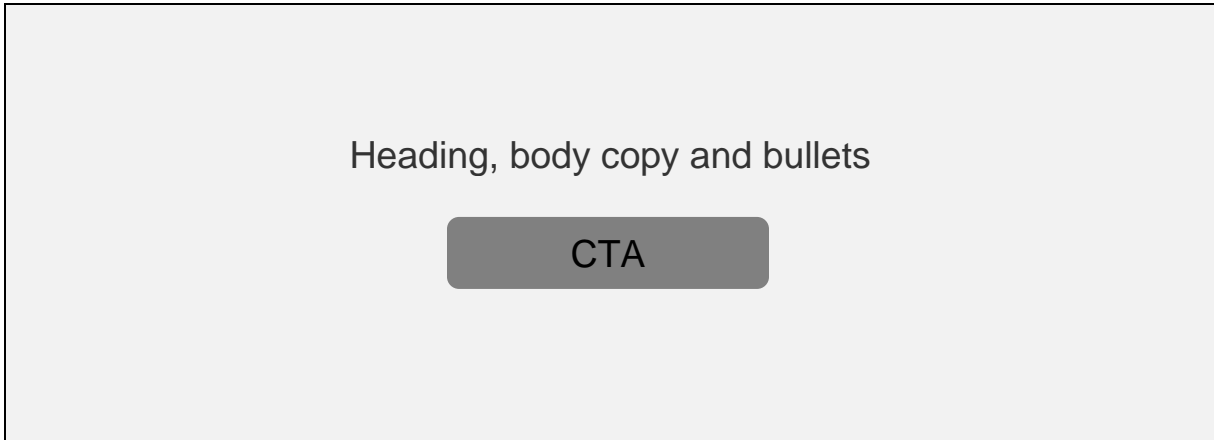
As seen here:



Social icons and address/unsubscribe



3 – Primary messaging with bullets and CTA (heading, sub-heading, body text, bullets and CTA optional)



As seen here:

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Software Patch FTA_9_11_190 Now Available**

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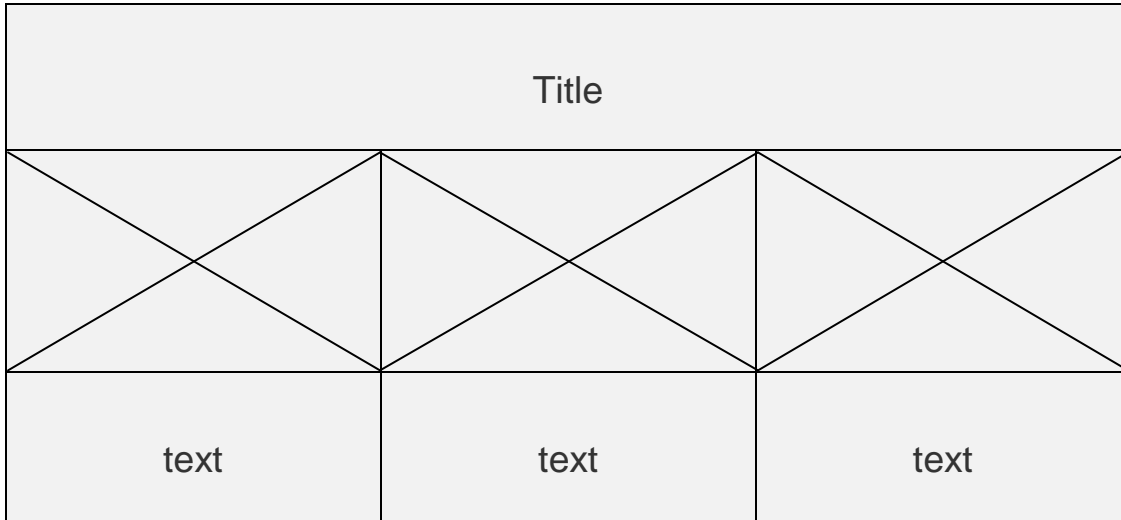
4 – Standalone fluid image module



As seen here:



5 – 3 column image & text (can be used for video, speakers, or articles) e.g. combine with primary copy for webinar invite



As seen in:

Past 99U Talks

We ask leading creative minds to share road-tested insights on making ideas happen. The result are short, actionable talks that will help you kick your ideas into gear. [More Videos →](#)



Tina Roth Eisenberg: Don't Complain, Create



James Victore: Your Work Is A Gift



Brené Brown: Why Your Critics Aren't The Ones Who Count



Connect

Enjoy free voice,
video calls and
messages



Get social

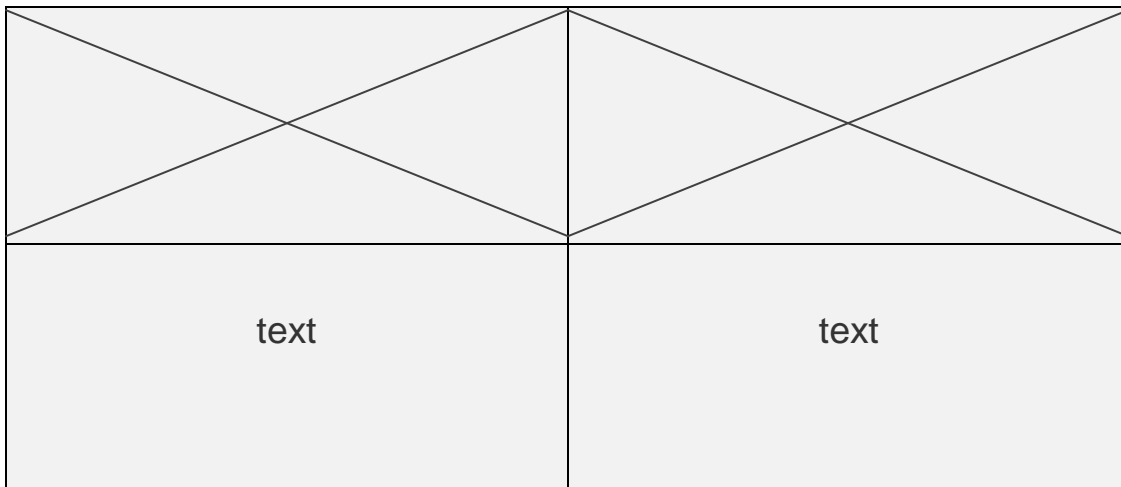
Meet new friends and
stay updated with the
newsfeed



Have fun


Play games, share
music and photos
with friends

6 – Two column image & text (articles / speakers/ video / events)




As seen in:


FEATURED WORK




Salesvue
Salesvue is a prospect-to-pipeline automation solution that makes sales prospecting teams faster, smarter, happier, and more effective.
[Read More](#)



[N]Squared
[N]Squared Advisory guides expansion-stage technology companies that are ready to enter the US market.
[Read More](#)



TinderBox Video
We produced this video for TinderBox to help present their cloud-based, data-driven sales automation software in a clear, impactful way.
[Watch Video](#)



ExactTarget Video
KA+A partnered with ExactTarget's in-house creatives to produce this video promoting their Marketing Cloud on YouTube.
[Watch Video](#)

7 – Event agenda with CTA (multiple ideas)

text

text

text

text

text

text

text

CTA

As seen in:







 **Agenda**

Monday, October 14
Arrive in Palo Alto, CA

Tuesday, October 15
8AM Breakfast/Introductions
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6PM Dinner & Entertainment



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8AM Breakfast
9AM Customer Council
12PM Lunch
1PM Depart
-- or --
1PM Optional Usability Lab
& 1:1 Meetings
3PM Depart

Schedule

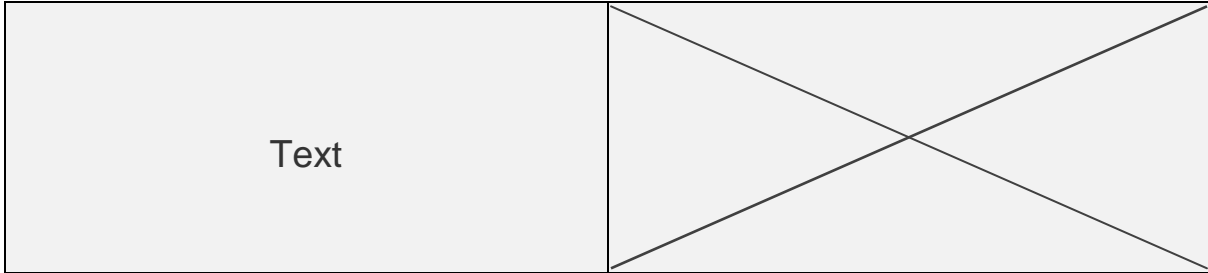
THURSDAY, SEPTEMBER 19TH		SKIP TO FRIDAY →
8:00 AM	 Registration, Coffee & Connect <i>Pick up your badge and enjoy some coffee as you connect with other awesome peeps just like you.</i>	
9:00 AM	 Kickoff Circles 2013 <i>Micah Davis will be MC'ing this years Circles once again.</i>	
9:15 AM	 Josh Hemsley , <i>creative & product lead at MyEnergy</i>	READ BIO
10:15 AM	 Megan Gilger , <i>designer, blogger & founder of Hitch Design Studio</i>	READ BIO

SCHEDULE

Thursday Sept. 10th | Friday Sept. 11th

8:00 AM	REGISTRATION, COFFEE & CONNECT
9:00 AM	KICKOFF DAY 1
9:15 AM	 SESSION 1: SHAWN BLANC
10:15 AM	 SESSION 2: KELLI ANDERSON

8 – Article 50/50 split (text left image right or image left text right)

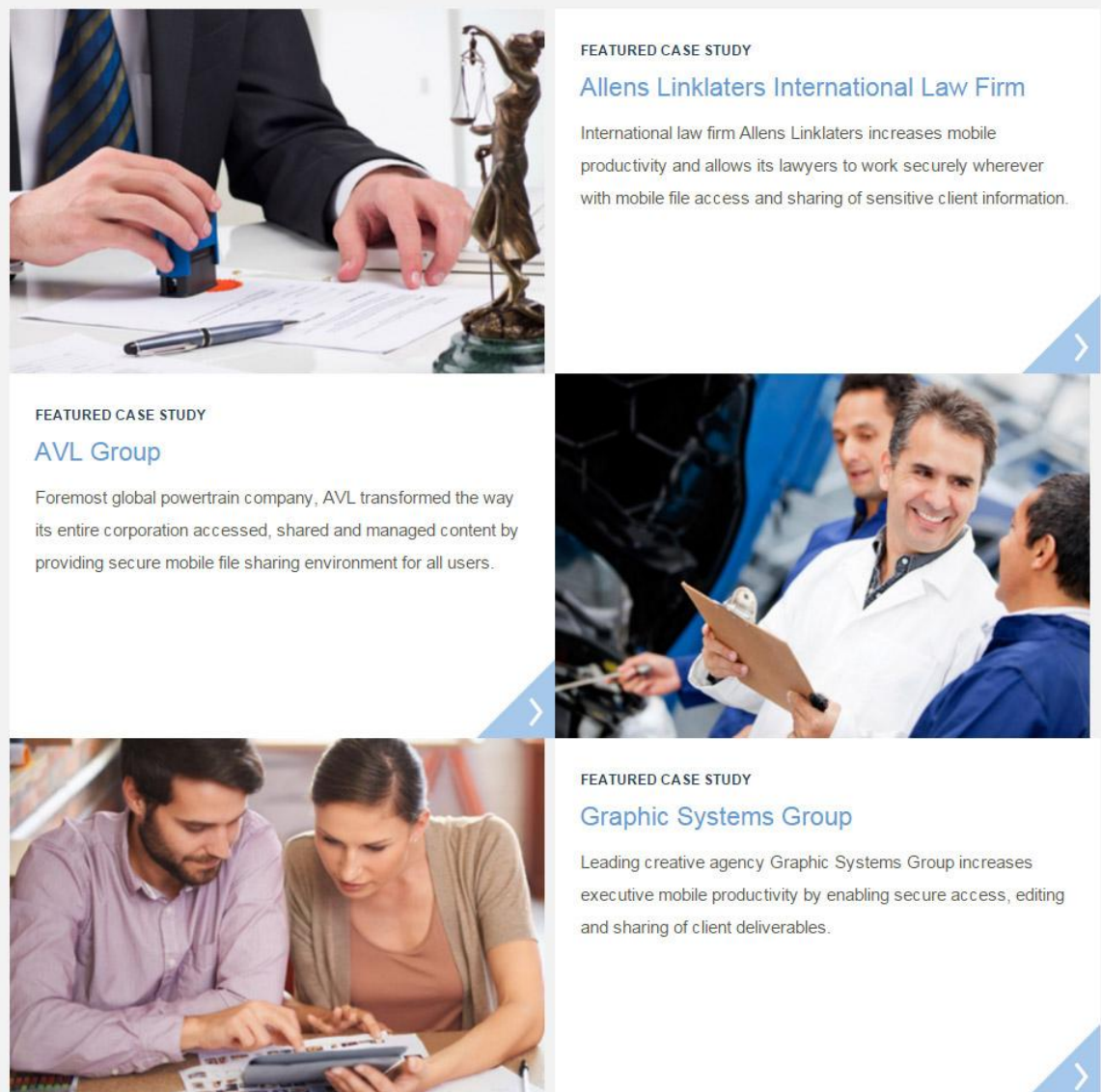


As seen here:

The image shows three recipe cards from The New York Times, each demonstrating a 50/50 split layout. Each card has a text column on the left and an image on the right. The first card is for "Northern Greek Mushroom and Onion Pie" by Martha Rose Shulman, featuring a photo of a pie on a wooden board. The second is for "Apple Bourbon Bundt Cake" by Melissa Clark, with a photo of a bundt cake being drizzled with sauce. The third is for "Lamb-and-White-Bean Chili" by Melissa Clark, showing a bowl of chili. Each card includes the author's name, cooking time, and serving size, along with social media icons for Facebook, Twitter, and Pinterest. A small credit line "Andrew Scrivani for The New York Times" is visible at the bottom of each image.

The image shows a news article snippet. On the left is a photograph of a man in a suit standing in a mountainous landscape, looking at a laptop. On the right is a text block with a blue header "IN THE NEWS" and a main headline: "Accellion Positioned in the Leaders Quadrant of the Magic Quadrant for Enterprise File Sync and Sharing". Below the headline is a short paragraph: "Accellion, Inc., announced today that it has been positioned by Gartner, Inc. in the 'Leaders' quadrant of the 2015 Magic Quadrant for Enterprise File Synchronization and Sharing report." A blue arrow icon is in the bottom right corner of the text block.

Can have both module options and alternate them:



FEATURED CASE STUDY
Allens Linklaters International Law Firm

International law firm Allens Linklaters increases mobile productivity and allows its lawyers to work securely wherever with mobile file access and sharing of sensitive client information.

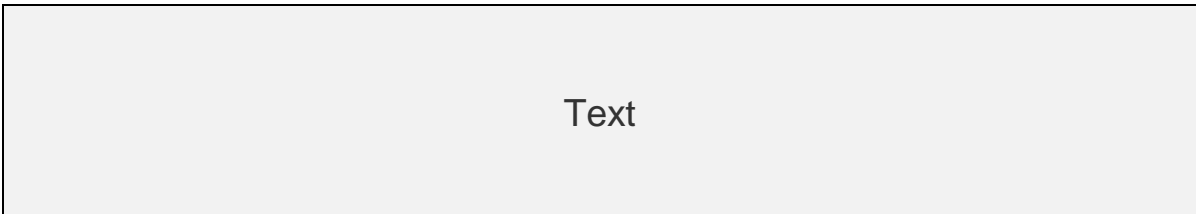
FEATURED CASE STUDY
AVL Group

Foremost global powertrain company, AVL transformed the way its entire corporation accessed, shared and managed content by providing secure mobile file sharing environment for all users.

FEATURED CASE STUDY
Graphic Systems Group

Leading creative agency Graphic Systems Group increases executive mobile productivity by enabling secure access, editing and sharing of client deliverables.

9 – Secondary article text only



Text

As seen here:

Featured Resources

WHITEPAPER

[5 Best Practices for Secure Enterprise Content Mobility](#)

The proliferation of mobile devices and IT management's increasing acceptance of Bring Your Own Device (BYOD) are creating new security challenges for enterprises. Mobile Content Management (MCM)— protects content itself, regardless of which devices are being used, keeping data secure, wherever...

ANALYST REPORT

[The Aragon Research Globe™ for Mobile Content Management, 2014](#)

The shift to mobile devices is causing a change in the way content is accessed, shared and managed. Read how Accellion leads this new shift to mobile centric workflows.

DATASHEET

[kiteworks Solution Overview](#)

This datasheet provides an overview of the kiteworks by Accellion solution, the definitive platform for securely sharing files, providing business users with a superior user experience while offering best in class IT security and governance for a mobile workforce.

WEBINAR

[Introducing kiteworks: The Next Generation Mobile Collaboration Solution](#)

Is your organization ready to take mobile productivity to a whole new level? The Accellion team introduces the benefits of kiteworks - a powerful private cloud mobile collaboration and file sharing solution.

May 23, 2013

Cosmopolitan And Elegant, ART Magazine Showcases SA Scene

Client: ART Magazine

May 22, 2013

Introducing AudioTheme: Let Your Website Be Heard

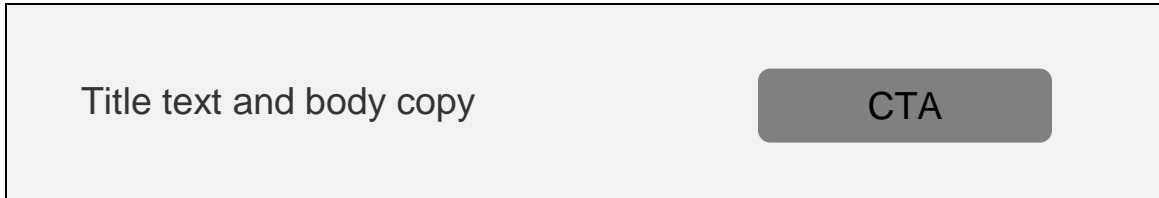
Client: AudioTheme

May 08, 2013

Self Taught: From the Music Industry to Web Design

Client: Erik Ford

10 – Upcoming events



As seen in:



 **Upcoming Events**

Please stop by and say hello at these upcoming events.

Konica Minolta Techno Summit
July 2, 2015
Stuttgart, Germany
[More Information](#)

RSA Conference Asia-Pacific & Japan
July 22-24, 2015
Singapore
[More Information](#)

Gartner Catalyst Conference
August 10-13, 2015
San Diego, CA
[More Information](#)

Federal Mobile Computing Summit
August 12, 2015
Washington DC
[More Information](#)

[View All Events](#)

Workshop Tickets // March 16th, 2015

Workshop: Zoe on Flexbox • Details...	€349	Get your ticket
Workshop: Yoav on Responsive Images • Details...	€349	Get your ticket
Workshop: Guy on Performance • Details...	€349	Get your ticket
Workshop: Chris on Ideation • Details...	€349	Get your ticket

Where is Oculus Connect?	+
How much is Oculus Connect?	+
Who should attend?	+
Are accommodations included?	+
Do I have to stay at the Loews?	+

11 – Quote / testimonial for event, presenter or article block quote.

“Quote”

As seen in:

“Being my own boss means I’m extremely picky about attending conferences. I’m glad to say TEDC was well worth the time and money.”

KENNETH YAU, BADDIT LTD

“Great variety! I came as a content marketer / copywriter and have tons of takeaways. Can’t wait to get back to the office and create some kick-ass emails!”

KELLSEY LEQUICK, PARATA SYSTEMS

“Genius is 1% inspiration, and 99% perspiration.”

—Thomas Edison

The goal of the 99U Conference is to shift the focus from idea generation to idea execution. Providing road-tested insights on how to make your ideas happen. We bring together some of the world’s most productive creative visionaries & leading researchers to share pragmatic insights on how ideas are brought to life.

“ I’ve used coding programs that ranged from Notepad to Dreamweaver, Sublime to Brackets, and Litmus Builder is by far the best for email development.

Ben Carver
STEADFAST CREATIVE



Analyst Insights

“The shift to mobile devices is causing a change in the way content is accessed, shared and managed. The need to go beyond traditional content management and leverage and secure content outside of the repository is here.”

Jim Lundy, Aragon Research



Estimate

Responsive modular systems are priced at a flat rate of \$500 per module.

This estimate includes the planning stage, project management, design, two rounds of revisions, coding and QA. The deliverable is one HTML file containing all the modules stacked, and any supporting image assets. If you'd like us to build out some templates from the modular system we charge \$600 per template.

Eleven modules :

Header with pre-header	\$500
Footer with social	\$500
Primary messaging	\$500
Fluid image	\$500
Three column image with text	\$500
Two column image top and text bottom	\$500
Event agenda with CTA	\$500
Article 50/50 split	\$500
Secondary article text only	\$500
Upcoming events list	\$500
Quote	\$500
	Total = \$5,500

Next steps

- 1 – Review this v2 draft
- 2 – Place module list in a SOW with a timeframe (my estimate is 1month)
- 3 – Gather together branding materials e.g. style guide, logos
- 4 – Mock up a few modules for review to make sure we're on the right track

Questions?

Email Anna Yeaman at anna@stylecampaign.com

[StyleCampaign](#) / Los Angeles / tel: 818-762-8737 / [@stylecampaign](#)