The Ariel Group

Modular email template system

STYLECampaign

Contact

Name: Anna Yeaman, Creative Director

Phone: 1 818 824 3822
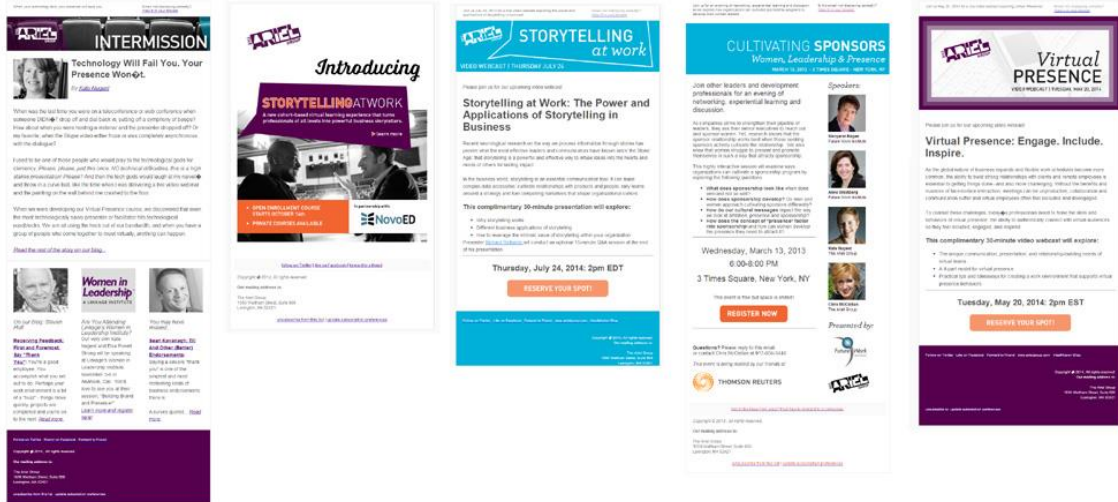
Skype: stylecampaign

E-mail: anna@stylecampaign.com

Content

Modular template use cases

Some existing use cases, and Ariel Group module suggestions:

1. Body text content with bullets

2. Author bio & pic

3. Multiple authors/speakers (side bar)

4. Additional resources (sometimes links only, sometimes downloads)

5. Video (main body and thumbnail block)

6. Survey

7. Upcoming events

8. Social media

9. Pre-header

10. Footer

11. Event or download with CTA (main body)

12. Event info (date, time, host). Main body and sidebar

13. Register now CTA

14. Blog snippets "on our blog" or "you may have missed"

15. News/text block

16. Postcard/picture plus text

Proposed module list v1

Below is our first draft for 23 modules, to be discussed. I added multiple choices for some, so let me know which to take out, adjust, or add. You mentioned wanting around 15 modules, so this list should give you some wiggle room from which to pick your choices.

The wireframes are not high fidelity, but rough approximations. The details will be decided when we create the desktop and mobile mockups, which we present to you for feedback.

You may want to tweak or add a module, once we start to mock them up. 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 pretty close.

1 - Header with pre-header

2 - Footer

3 - Primary messaging

4 - Primary messaging with bullets and CTA

5 - Big action button

6 - Fluid image

7 - Emergency or hero

8 - Article feature

9 - Secondary article 50/50

10 - Secondary article thumbnail image

11 - Secondary article text only

12 - New article alert / notification

13 - Video hero

14 - Three column

15 - Two column

16 - Image left / text right 30/70 split

17 - Event main body and sidebar

18 - Event schedule / date and time

19 - Event map

20 - Upcoming events list

21 - Quote

22 - Social body content

23 - Survey

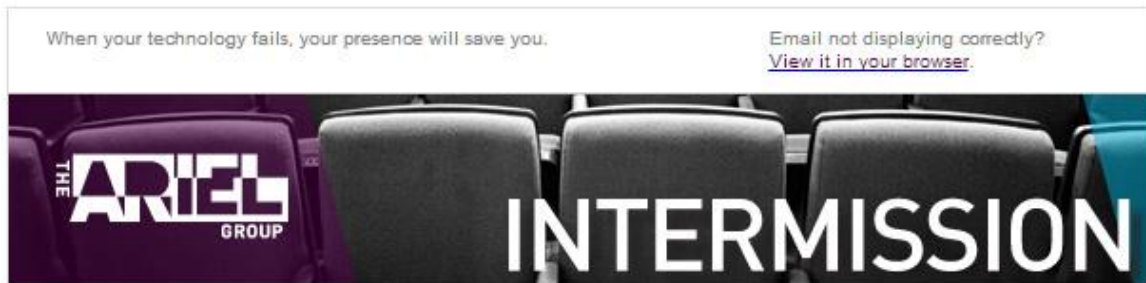# Proposed modules
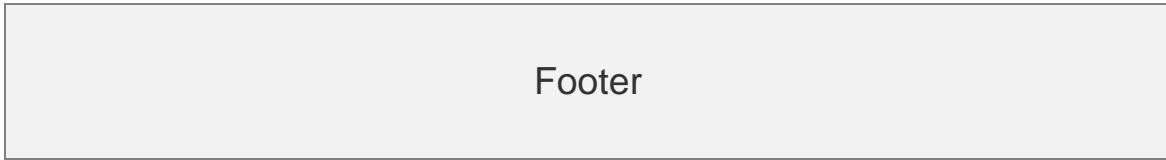
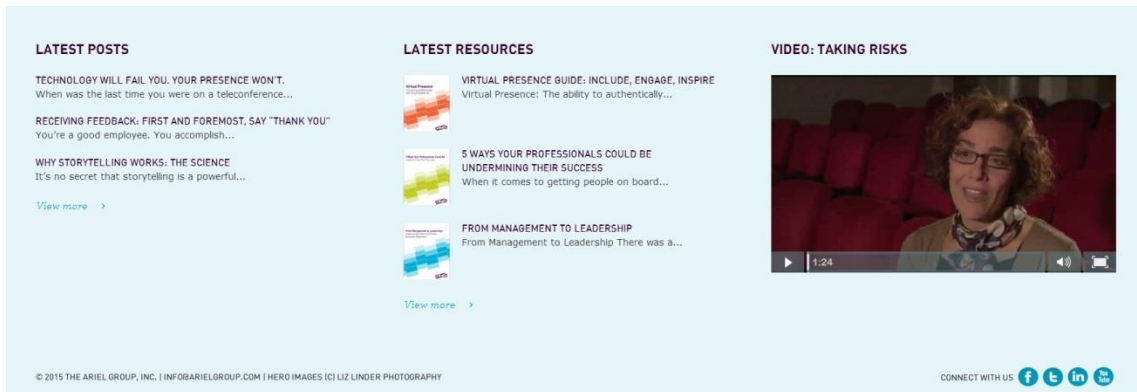Below is our first draft for the proposed modules:

1 - Header with pre-header

Header
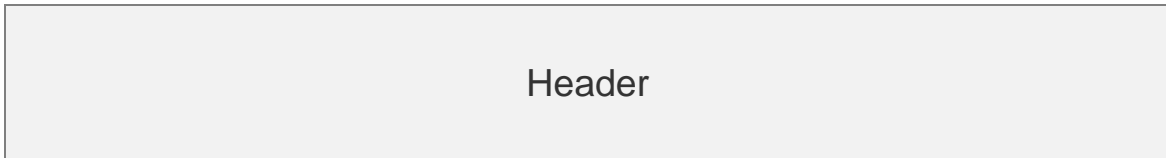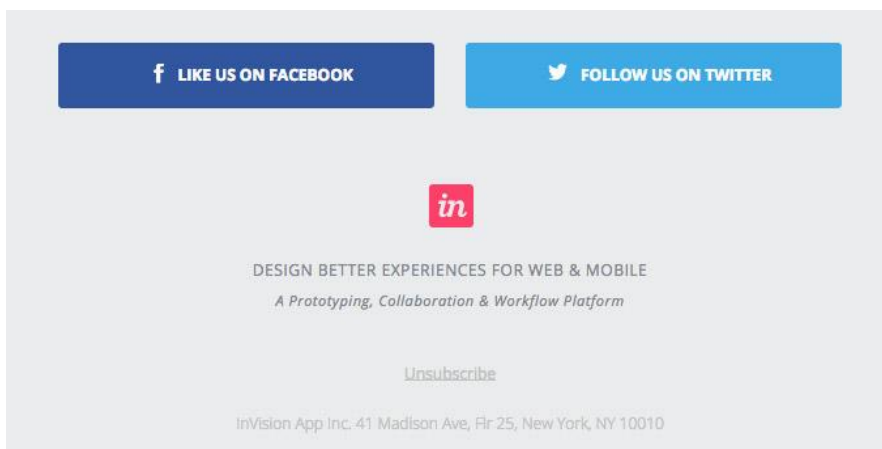
As seen here:

2 – Footer

Footer

As seen here:

Social bar as part of footer or separate?

You may want the social icons in a newsletter footer, but not a notification email.

Keep combined or as two separate modules.

3 – Primary messaging (heading, body text)

Heading and body copy

As seen here:

Storytelling at Work: The Power and Applications of Storytelling in Business

Recent neurological research on the way we process information through stories has proven what the most effective leaders and communicators have known since the Stone Age: that storytelling is a powerful and effective way to infuse ideas into the hearts and minds of others for lasting impact.

In the business world, storytelling is an essential communication tool; it can make complex data accessible, cultivate relationships with products and people, rally teams around a strategy and fuel compelling narratives that shape organizational culture.

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

Heading, body copy and bullets

CTA
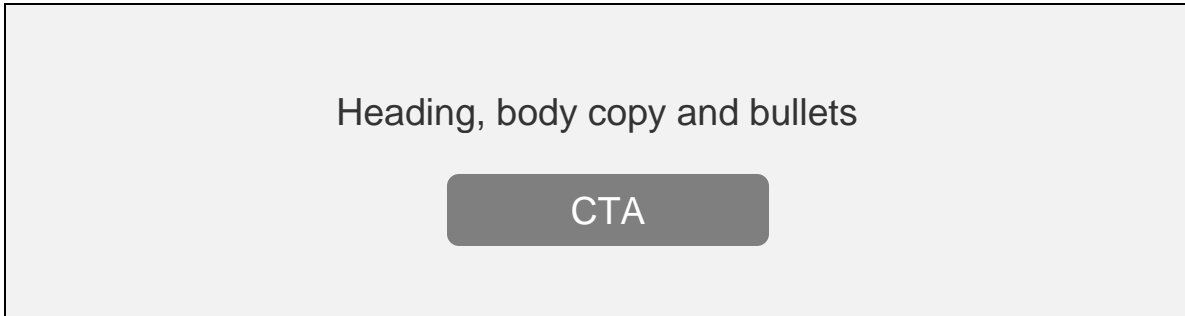
As seen here:

Virtual Presence: Engage. Include. Inspire.

As the global nature of business expands and flexible work schedules become more common, the ability to build strong relationships with clients and remote employees is essential to getting things done--and also more challenging. Without the benefits and nuances of face-to-face interaction, meetings can be unproductive, collaboration and communication suffer and virtual employees often feel excluded and disengaged.

To combat these challenges, today�s professionals need to hone the skills and behaviors of *virtual presence*: the ability to authentically connect with virtual audiences so they feel included, engaged, and inspired.

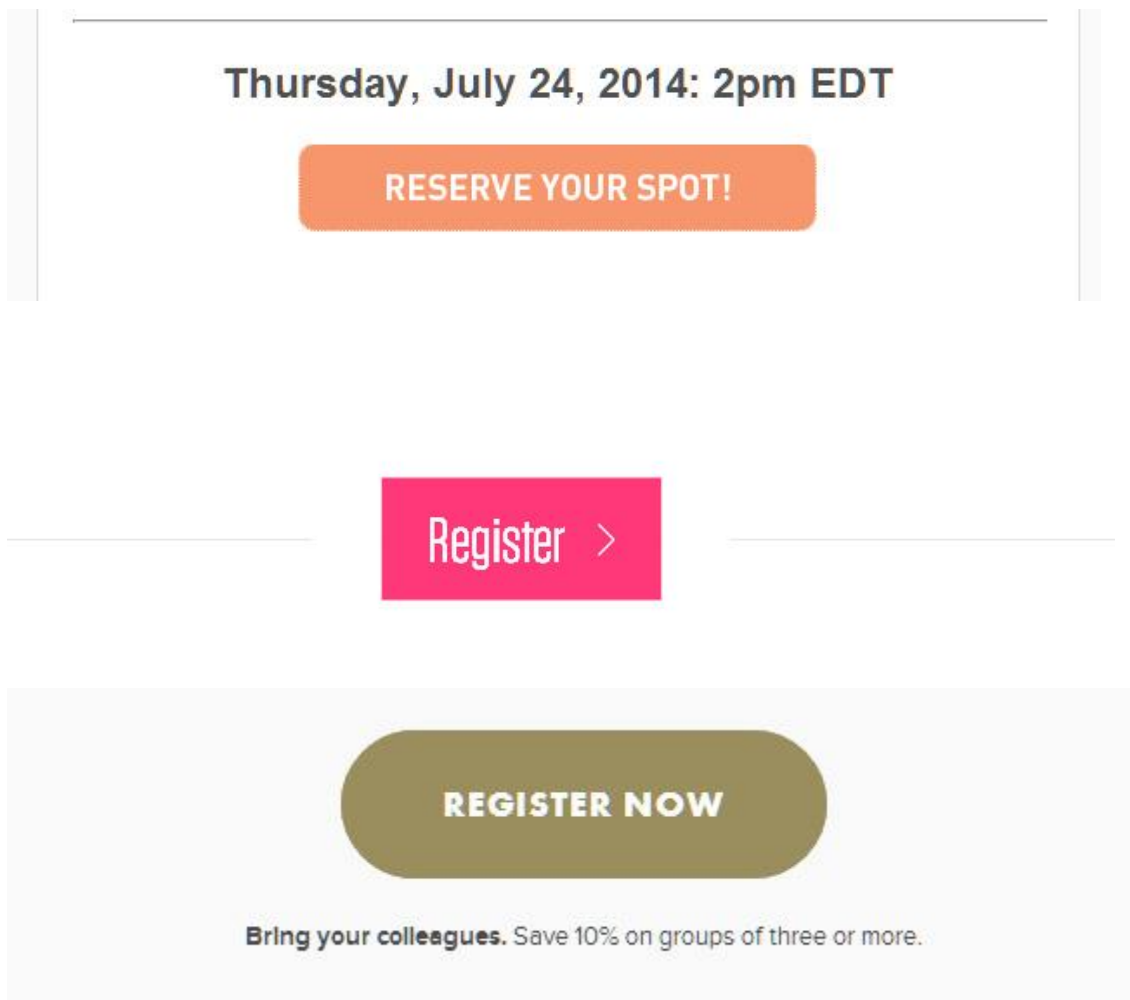**This complimentary 30-minute video webcast will explore:**

- The unique communication, presentation, and relationship-building needs of virtual teams
- A 4-part model for virtual presence
- Practical tips and takeaways for creating a work environment that supports virtual presence behaviors

With CTA

5 – Big action button

CTA

As seen in:

Thursday, July 24, 2014: 2pm EDT

RESERVE YOUR SPOT!

Register >

REGISTER NOW

Bring your colleagues. Save 10% on groups of three or more.
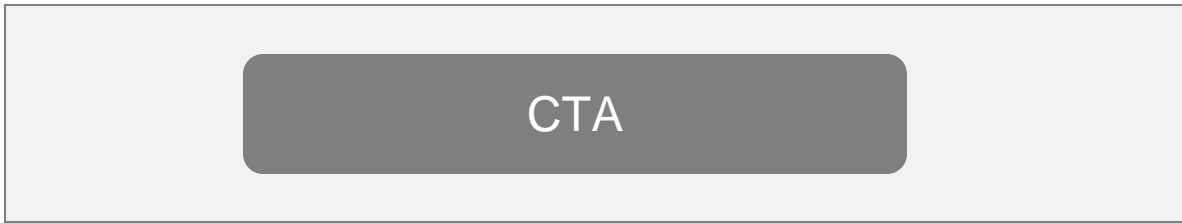
6 – Standalone fluid image module

Fluid Image

As seen here:

7 – Emergency module (Postcard image with text and CTA)

Title text
and body copy

CTA
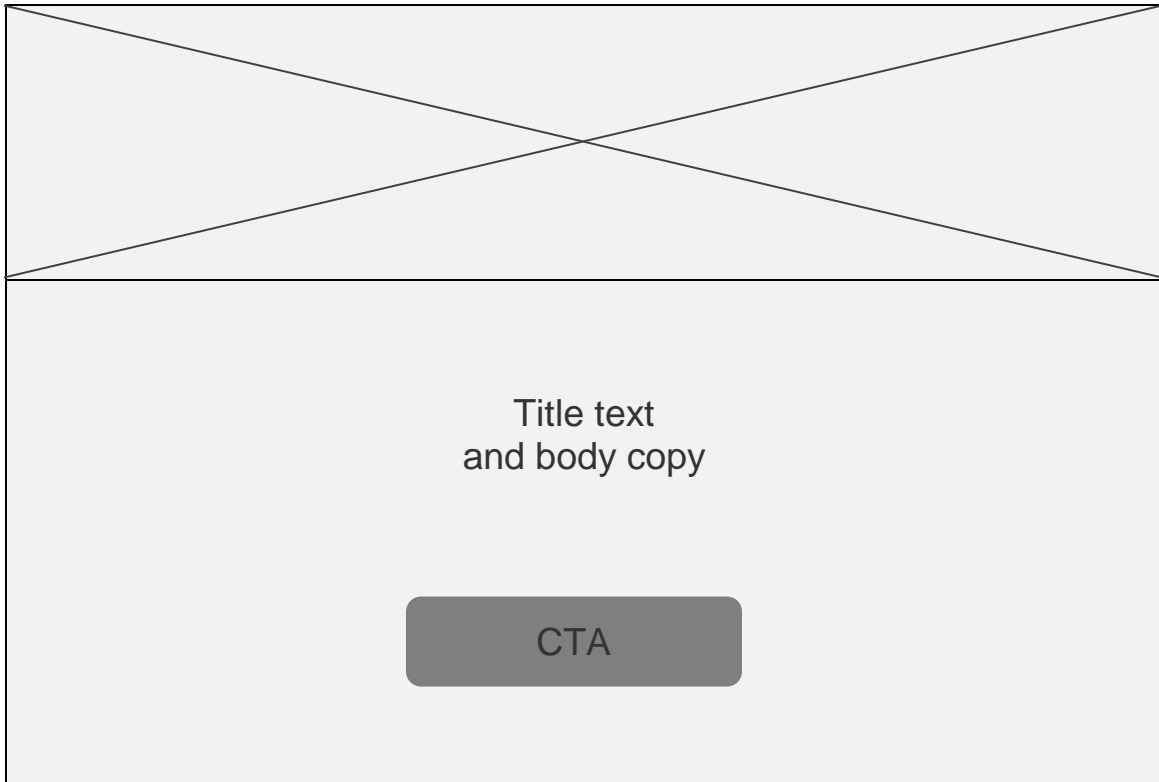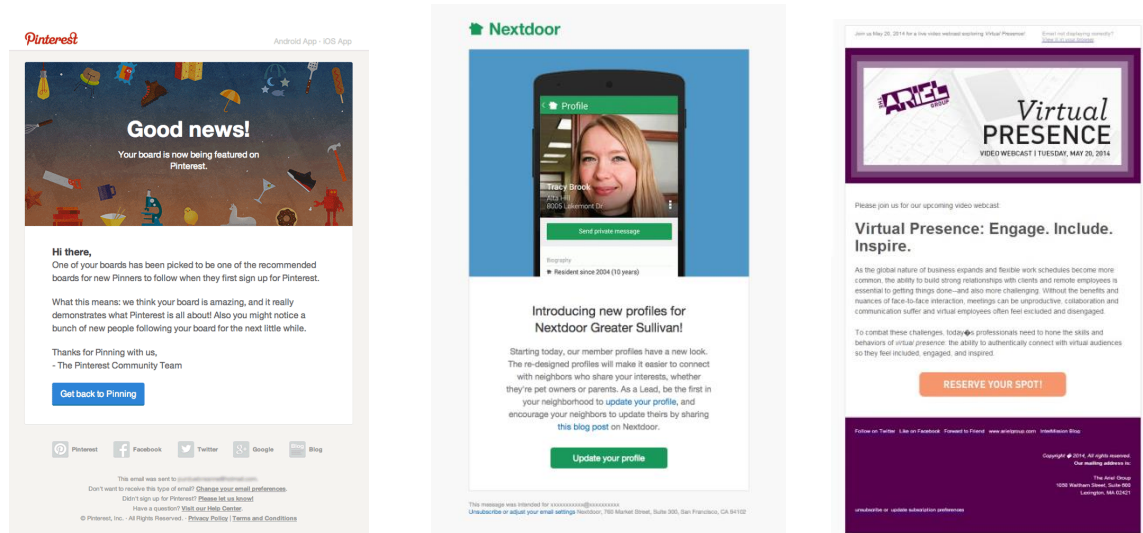
As seen here:

8 – Article feature (Author pic, title, body copy and button)
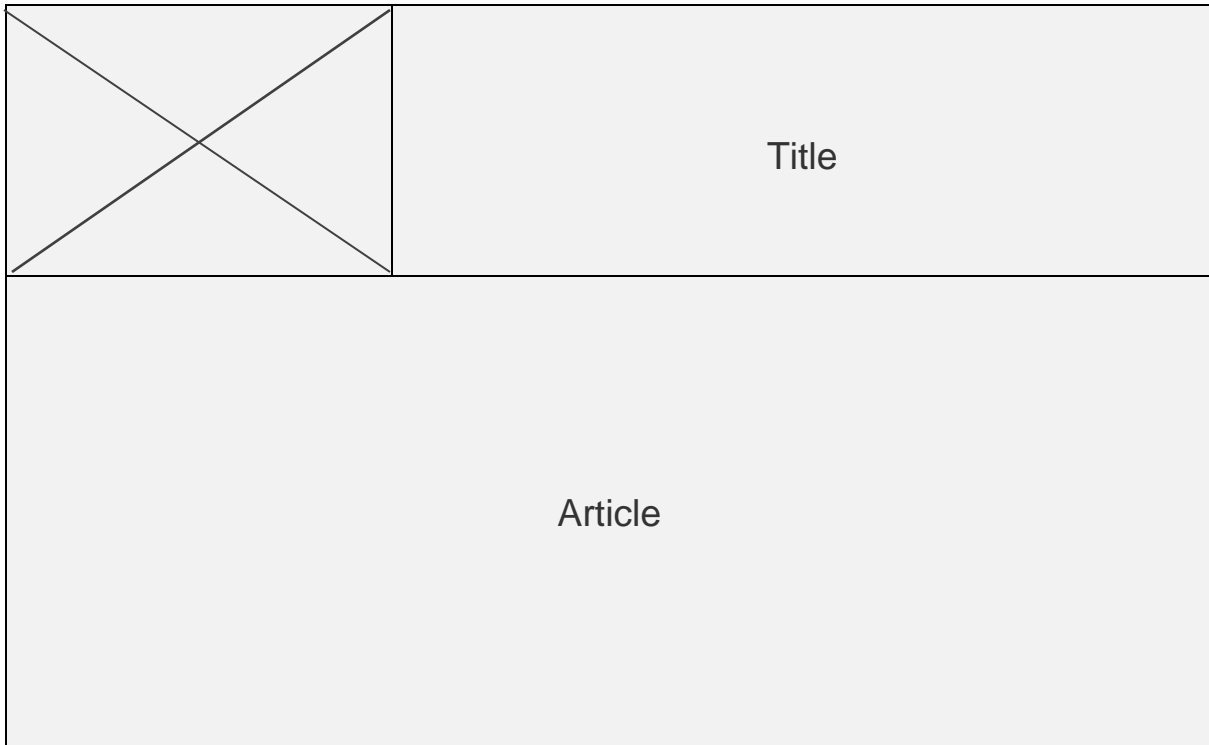
As seen here:

Technology Will Fail You. Your Presence Won�t.

By *Kate Nugent*

When was the last time you were on a teleconference or web conference when someone DIDN�T drop off and dial back in, setting off a symphony of beeps? How about when you were hosting a webinar and the presenter dropped off? Or my favorite, when the Skype video either froze or was completely asynchronous with the dialogue?

I used to be one of those people who would pray to the technological gods for clemency, *Please, please, just this once, NO technical difficulties, this is a high stakes presentation! Please?* And then the tech gods would laugh at my naivet� and throw in a curve ball, like the time when I was delivering a live video webinar and the painting on the wall behind me crashed to the floor.

When we were developing our Virtual Presence course, we discovered that even the most technologically savvy presenter or facilitator hits technological roadblocks. We are all using the heck out of our bandwidth, and when you have a group of people who come together to meet virtually, anything can happen.

Read the rest of the story on our blog...

SUNDAY, JANUARY 11, 2015

### Six Recipes to Cook Today - and Iggy Azalea!

SAM SIFTON

Good morning. We'll get into the kitchen soon enough and cook away some of the memories of a terrible week in the news. But first let's take a moment to explore this cool interactive our colleagues on the Travel desk put together, on 52 places to go in 2015. (We're starting in the Faroe Islands, for a taste of what they're calling the New, New, New Nordic cuisine.) Collect them all!

Now let's get to work. Sundays lend themselves to project fare, and to laying in meals we can reheat over the course of the coming week. This makes them perhaps our favorite day of the week to cook.

Maybe combine a project with some planning ahead, with Julia Moskin's exploration of bone broth, a Paleo-diet craze that is both healthy and delicious? You can use her broth as a base for soup or

9 – Secondary article (text left image right 50/50 split)

Text
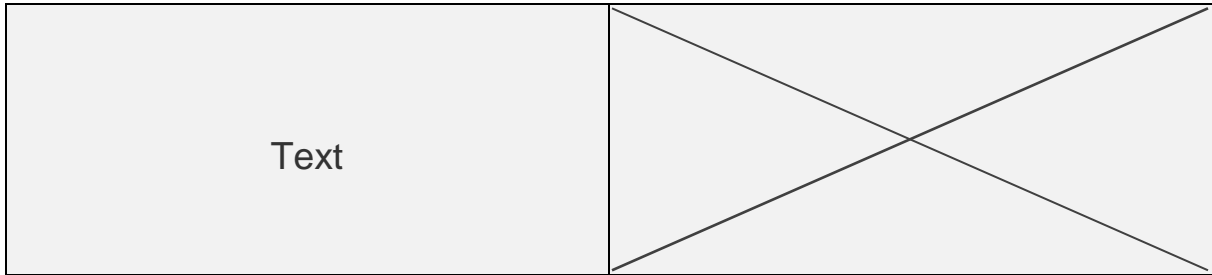
As seen here:

Northern Greek
Mushroom and
Onion Pie
MARTHA ROSE SHULMAN
2 hour, 8 servings

f 🐦 𝒫

Andrew Scrivani for The New York Times

Apple Bourbon
Bundt Cake
MELISSA CLARK
1 1/2 hours plus cooling time,
10 to 12 servings

f 🐦 𝒫

Andrew Scrivani for The New York Times

Lamb-and-White-
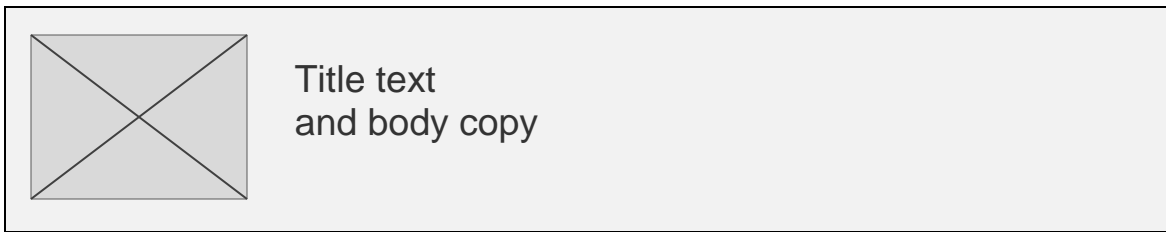Bean Chili
MELISSA CLARK
1 hour 15 minutes, 4 to 6
servings

f 🐦 𝒫

Andrew Scrivani for The New York Times

10 – Secondary article thumbnail image (presenters / video)

Title text
and body copy

As seen here:

We Know How You Feel
by Raffi Khatchadourian

Face-scanning software is learning to read emotions, and the business world can't wait.

Freedom for Tyrone Hood
by Nicholas Schmidle

Hood, who spent nearly twenty-two years in prison for murder, was granted clemency on Monday by the Illinois governor.

No Oscars for Humor
by Richard Brody

By and large, the heavier the drama, the likelier the award.

▲ TO LEARN

Why You Don't Need Another Reusable Mug

▲ It's GOOD   4 people think this is good

Written by
Adele Peters

● TO DO

Reduce Your Waste, Starting With a Reusable Cup

● Do It   13 others are in

Shared by
Stef McDonald

11 – Secondary article text only

Text

As seen here:

TECHNOLOGY WILL FAIL YOU. YOUR PRESENCE WON'T.

When was the last time you were on a teleconference or web conference when someone DIDN'T drop off and dial back in, setting off a symphony of beeps? How about when you were hosting a webinar and the presenter dropped off? Or my favorite, when the Skype video either froze or was completely asynchronous…

Read more ›

RECEIVING FEEDBACK: FIRST AND FOREMOST, SAY "THANK YOU"

You're a good employee. You accomplish what you set out to do. Perhaps your work environment is a bit of a "buzz" – things move quickly, projects are completed and you're on to the next. Maybe you get a comprehensive performance review once a year (or maybe it's a "check-the-box" quick…

Read more ›

May 23, 2013
Cosmopolitan And Elegant, ART Magazine Showcases SA Scene
Client: ART Magazine

May 22, 2013
Introducing AudioTheme: Let Your Website Be Heard
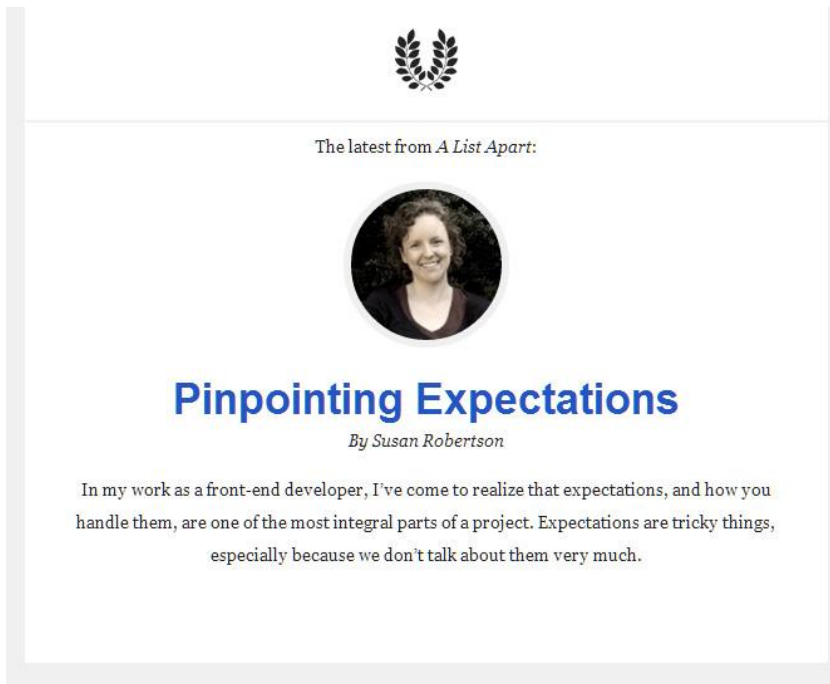Client: AudioTheme

May 08, 2013
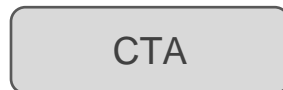**Self Taught: From the Music Industry to Web Design**
Client: Erik Ford

12 – New article alert / simple notification

Title
& short article summary

As seen here:

The latest from *A List Apart*:

Pinpointing Expectations

By Susan Robertson

In my work as a front-end developer, I've come to realize that expectations, and how you handle them, are one of the most integral parts of a project. Expectations are tricky things, especially because we don't talk about them very much.
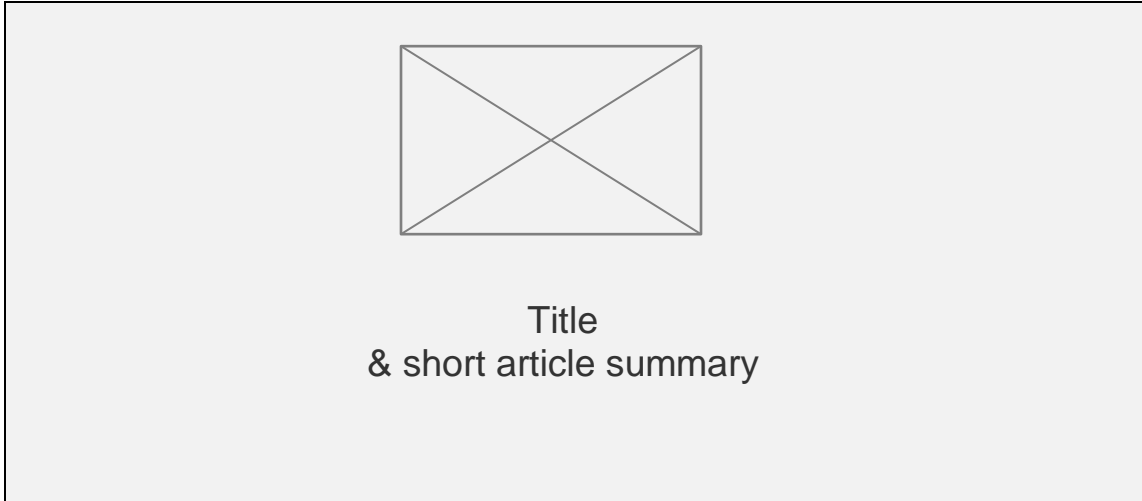
13 – Video hero with CTA

As seen in:

Ready to get your blog started?

This video will show you how in less than 1 minute.

LAUNCHING YOUR FIRST BLOG

≡ ghost

© 2014 Ghost Foundation
Don't want these emails? Unsubscribe
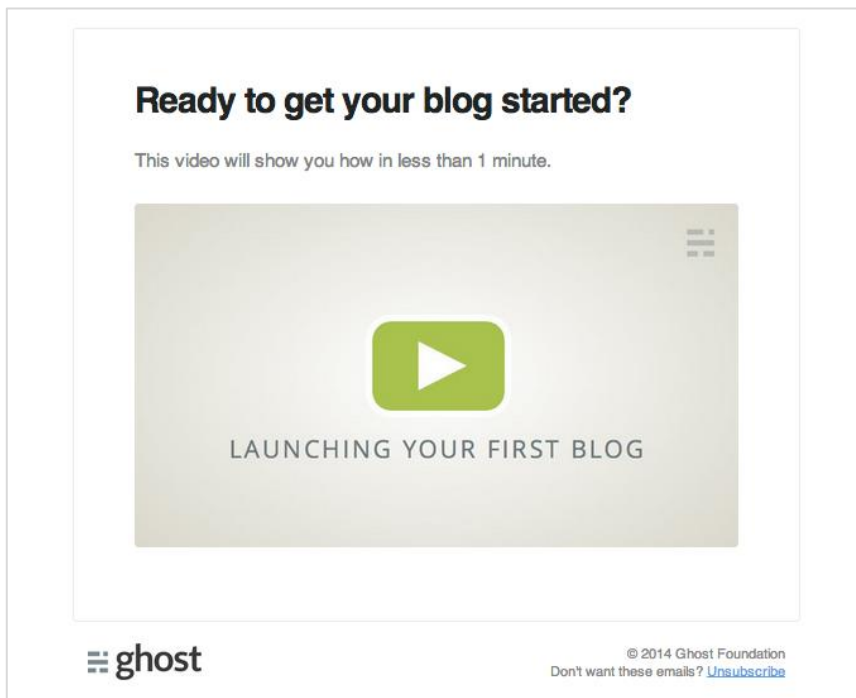
14 – 3 col image thumbnails with title (video, presenter, or article)

Title		
	▶	
text	text	text

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

15 – Two column (articles / video / events / posts)

text	text
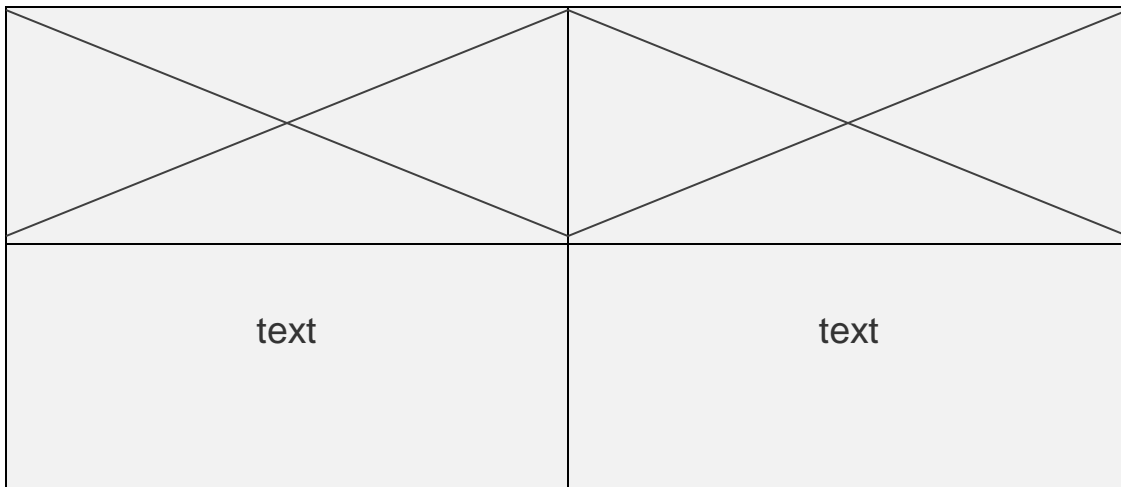
As seen in:

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

16 – Image left / text right (30/70 split)

As seen in:

17 – Event main body and side bar

As seen in:

Join other leaders and development professionals for an evening of networking, experiential learning and discussion.

As companies strive to strengthen their pipeline of leaders, they ask their senior executives to reach out and sponsor women. Yet, research shows that the sponsor relationship works best when those seeking sponsors actively cultivate the relationship. We also know that women struggle to present and promote themselves in such a way that attracts sponsorship.

This highly interactive session will examine ways organizations can cultivate a sponsorship program by exploring the following questions:

- **What does sponsorship look like** when done well‹and not so well?
- **How does sponsorship develop?** Do men and women approach cultivating sponsors differently?
- **How do our cultural messages** impact the way we look at ambition, presence and sponsorship?
- **How does the concept of ³presence² factor into sponsorship**‹and how can women develop the presence they need to attract it?

Speakers:

Margaret Regan
Future Work Institute

Anne Weisberg
Future Work Institute

18 – Event schedule (multiple ideas)

As seen in:

Wednesday, March 13, 2013
6:00-8:00 PM

3 Times Square, New York, NY

This event is free but space is limited!

REGISTER NOW

Tuesday, 17th | **Wednesday, 18th**

08:00   Doors Open

9:00   Welcome!

9:50   THE BUSINESS OF DESIGN: HOW TO BE SLIGHTLY
LESS TERRIBLE AT MAKING MONEY FOR WHAT
YOU DO

Meagan will tell anyone who will listen that the business part is the
hardest part of design for her, and as someone who regularly
tweets about taking a day off to recover from Burrito Regret, you
might be surprised she'd pretend to be an expert at managing a
design company. But what all her past ineptitude means is this:
I've made a lot of mistakes when it comes to making money for my
work, and I want everyone to benefit from these failures.

MEAGAN FISHER

PRE PARTY

WEDNESDAY
MARCH 25, 2015

🕐 7 PM – 10 PM

📍 BACK PORCH GRILL AND TAVERN
210 N MAIN ST
GRAPEVINE, TX 76051

🍺 DRINKS NOT INCLUDED

AFTER PARTY

THURSDAY
MARCH 26, 2015

🕐 7 PM – 11 PM

📍 DELANEY VINEYARDS
2000 CHAMPAGNE BLVD
GRAPEVINE, TX 76051

🍺 DRINKS & DINNER PROVIDED

GOODBYE PARTY

FRIDAY
MARCH 27, 2015

🕐 7 PM – 10 PM

📍 THE GINGER MAN
1512 E SOUTHLAKE BLVD
SOUTHLAKE, TX 76092

🍺 DRINKS NOT INCLUDED

See Builder in action

Join Litmus' very own email designer Kevin Mandeville
for a tour of Builder and tips on how to use it for your emails.

OCT 9
Thursday, October 9, 2014
4:00PM—5:00PM EDT
Register now →

OCT 14
Tuesday, October 14, 2014
11:00AM—12:00PM EDT
Register now →

Schedule

8:00 AM

Registration, Coffee & Connect

Pick up your badge and enjoy some coffee as you connect with other awesome peeps just like you.

9:00 AM

Kickoff Circles 2013

Micah Davis will be MC'ing this years Circles once again.

9:15 AM

Josh Hemsley, *creative & product lead at MyEnergy*

`READ BIO`

10:15 AM

Megan Gilger, *designer, blogger & founder of Hitch Design Studio*

`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

19 – Event map/venue

As seen in:

Conference Venue
—

ALICE TULLY HALL
Lincoln Center

The 99U Conference unfolds at the gorgeously designed Alice Tully Hall, one of the most beautiful (and intimate) concert halls in the world.
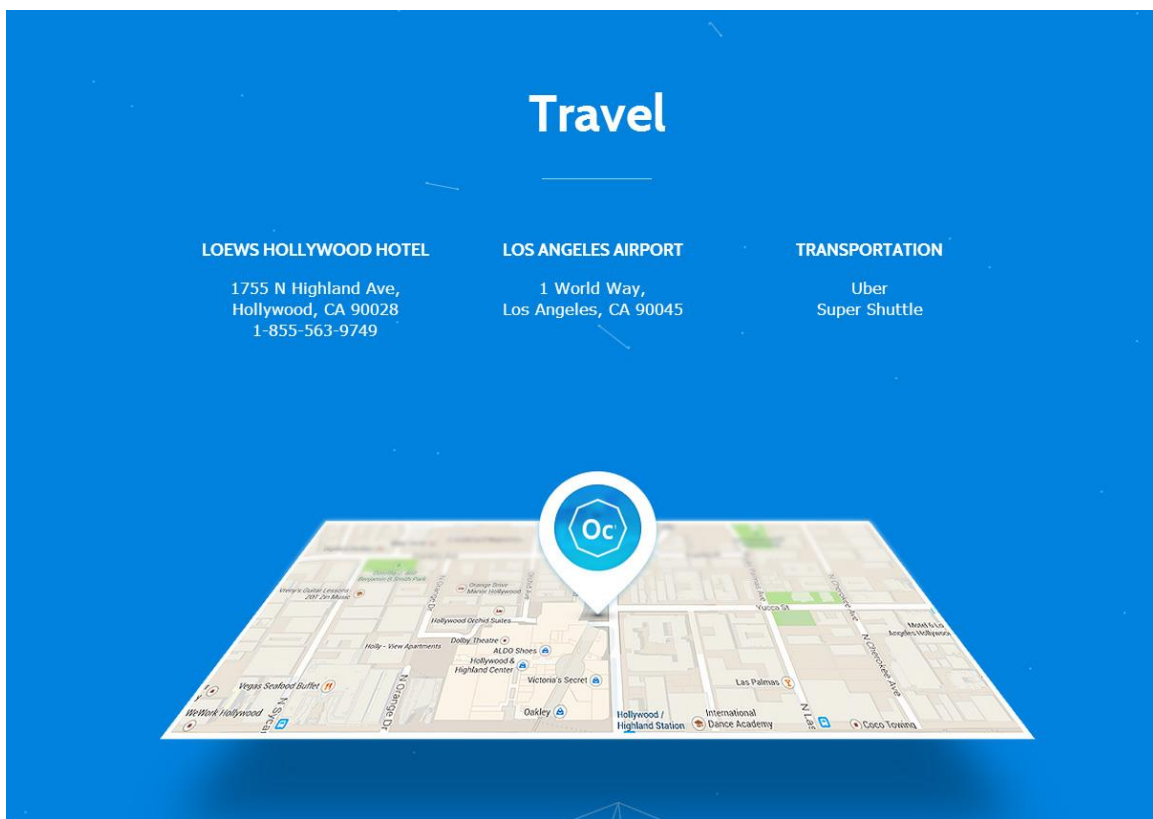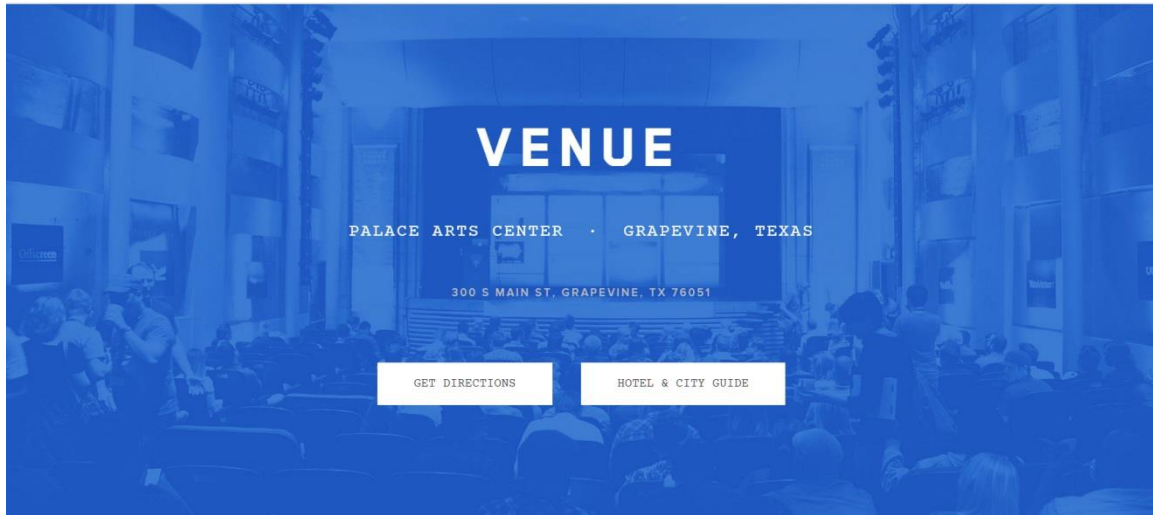
View Details ›

Add a map link if event at a physical location:

🌐

Location

SFDC Concourse Exhibition Hall
635 8th Street, San Francisco, CA

OPEN IN GOOGLE MAPS »

20 – Upcoming events list with action button

Title text and body copy   CTA

As seen in:

Workshop Tickets // March 16th, 2015

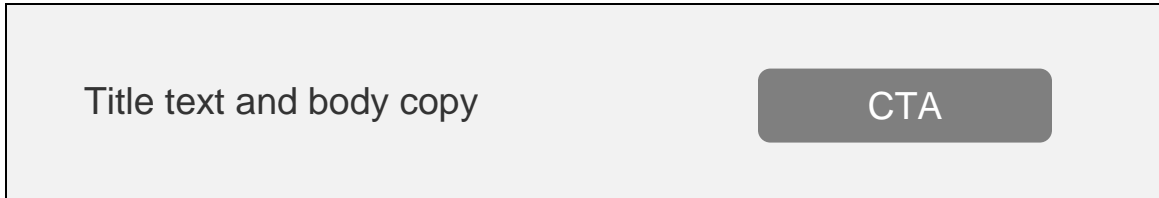|		
Workshop: Zoe on Flexbox · Details...	€349	Get your ticket
Workshop: Yoav on Responsive Images · Details...	€349	Get your ticket
Workshop: Guy on Performance · Details...	€349	Get your ticket
Workshop: Chris on Ideation · Details...	€349	Get your ticket

Where is Oculus Connect?   +

How much is Oculus Connect?   +

Who should attend?   +

Are accommodations included?   +

Do I have to stay at the Loews?   +

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

"Large copy for 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

22 – Social in email body

Tweets in one column or two column blocks. Can be about an event, Ariel Group tweets, well known presenter or topic.
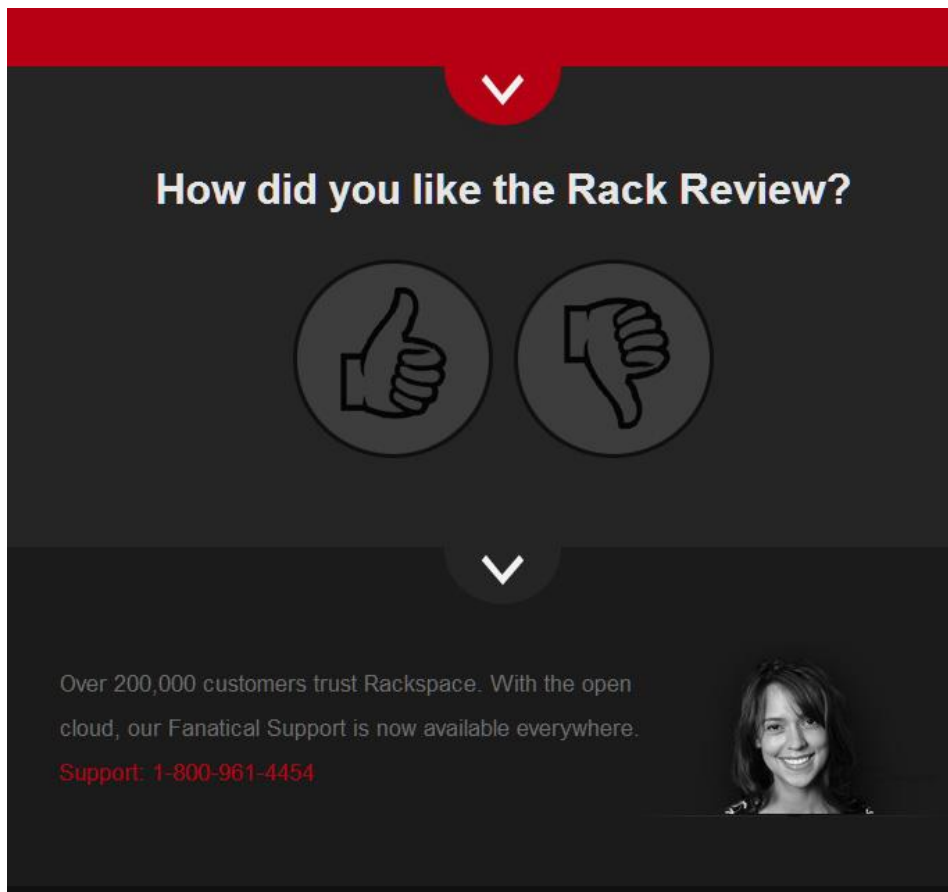
As seen in:

Would need to come up with LinkedIn ideas also, maybe sharing popular articles etc.
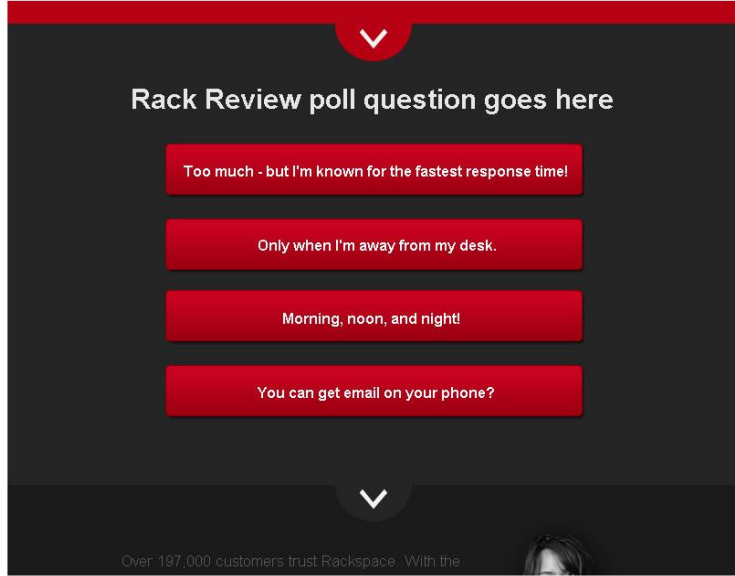
23 – Survey (in email or on landing page)

Survey text

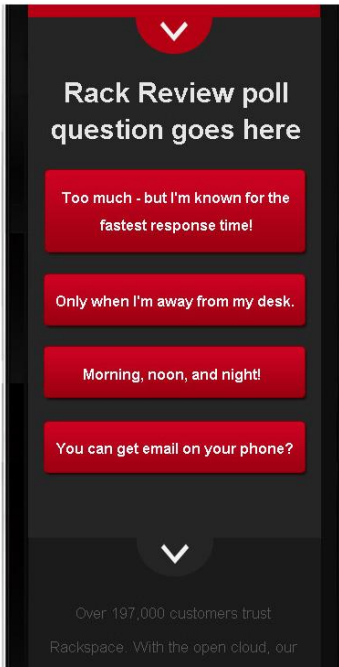As seen here:

Simple yes/no type of answer

Multiple choice answer:

Next steps

1 – Review this first draft, and send feedback (email and /or chat)

1 – Call to discuss. I'm free next Mon 19th or Tues 20th, 11am PST

2 – After some back and forth we all decide on a module list

3 – Place that module list in a SOW with a timeframe (my estimate is mid-Feb)

Questions?

Email Anna Yeaman at anna@stylecampaign.com

STYLECampaign / Los Angeles / tel: 818-824-3822 / **@stylecampaign**