

# STYLECampaign



## Contact

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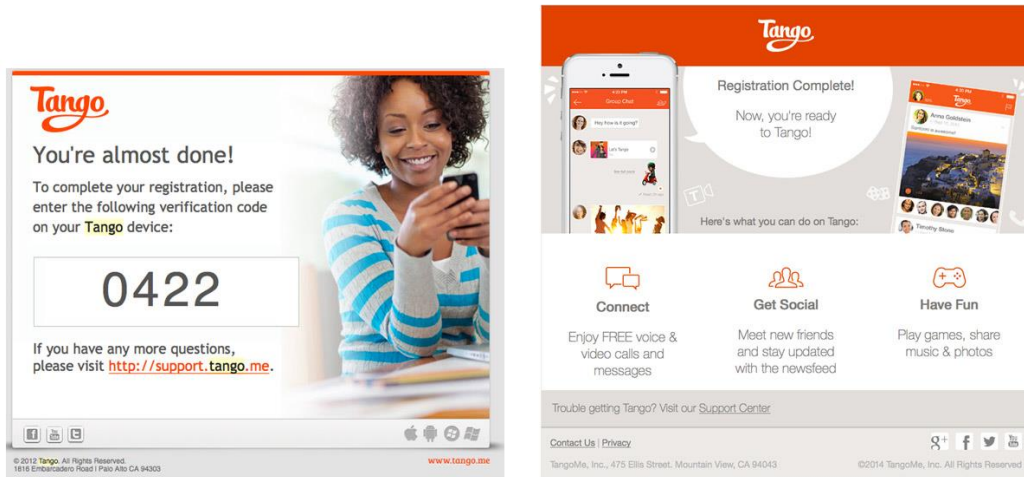
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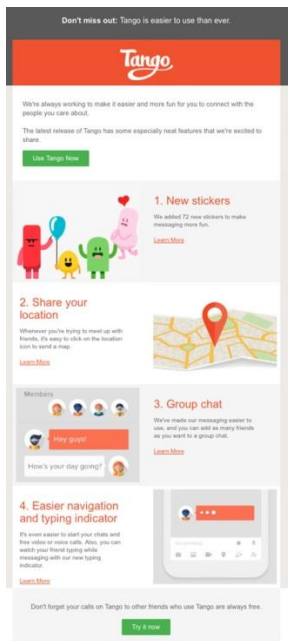
# Email system use cases

Some of the use cases we'd ideally like the ten modules to cover:

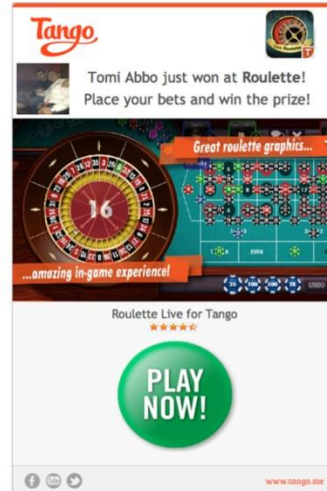
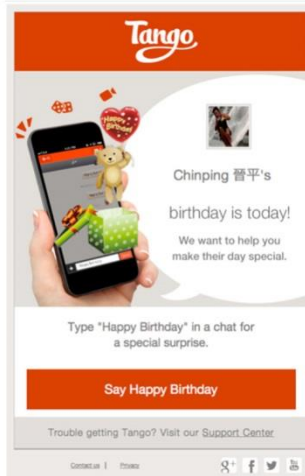
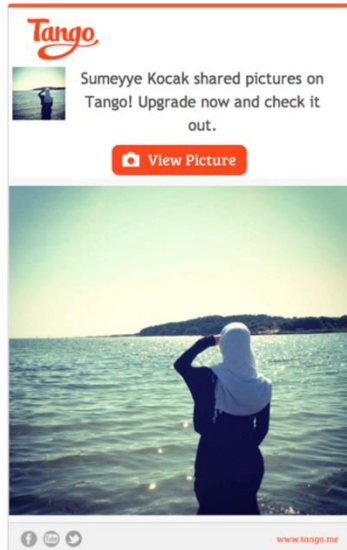
## 1: Welcome email flow



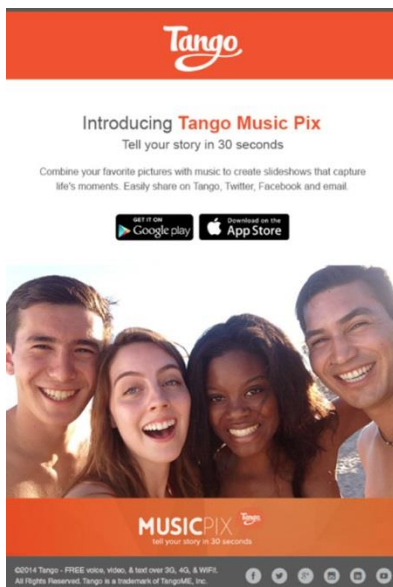
## 2: New features / newsletter



### 3: User activity / notifications



### 4: Emergency sends



# Proposed ten modules list

Below is our first draft for the ten modules to be discussed:

1 – Header

2 – Footer

3 – Text left / image right

4 – Image right / text left

5 – Emergency or hero

6 – Notification

7 – Three column

8 – Primary messaging

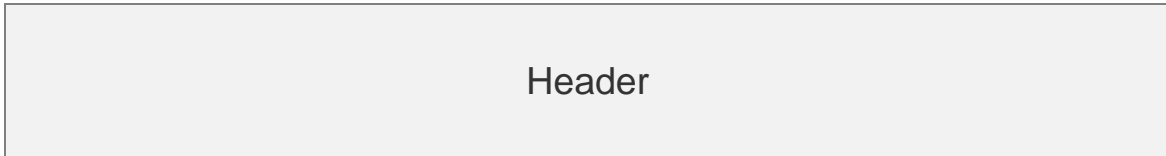
9 – Two column

10 – Video

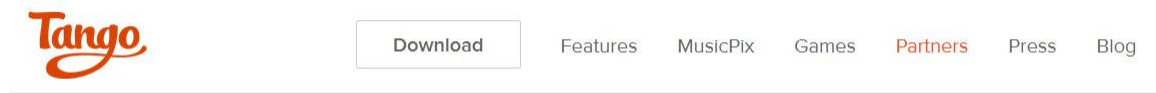
# Proposed ten modules wireframe

Below is our first draft for the ten modules (not exact layouts rough wireframes):

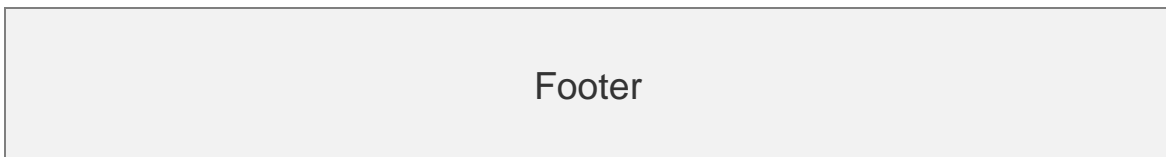
## 1 - Header



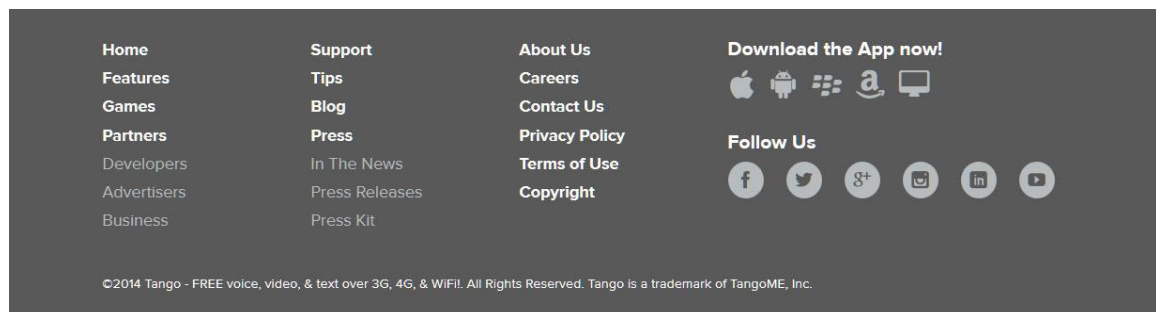
As seen here:



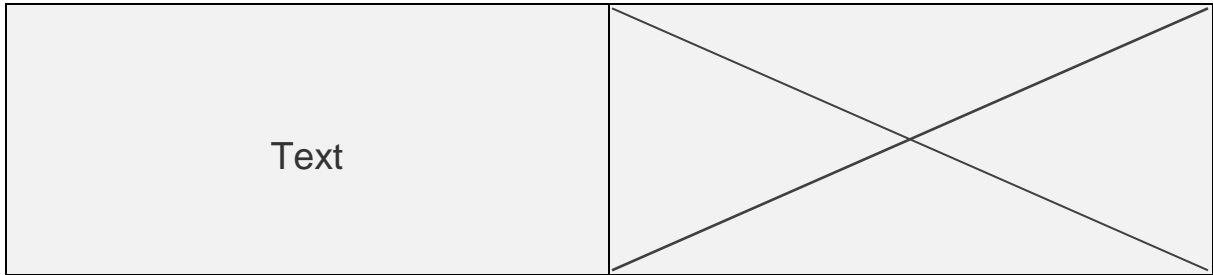
## 2 – Footer



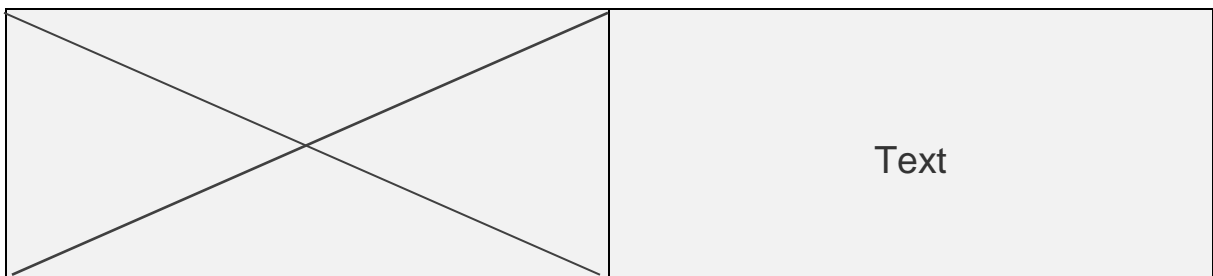
As seen here:



### 3 – Text left / image right (50/50 split)



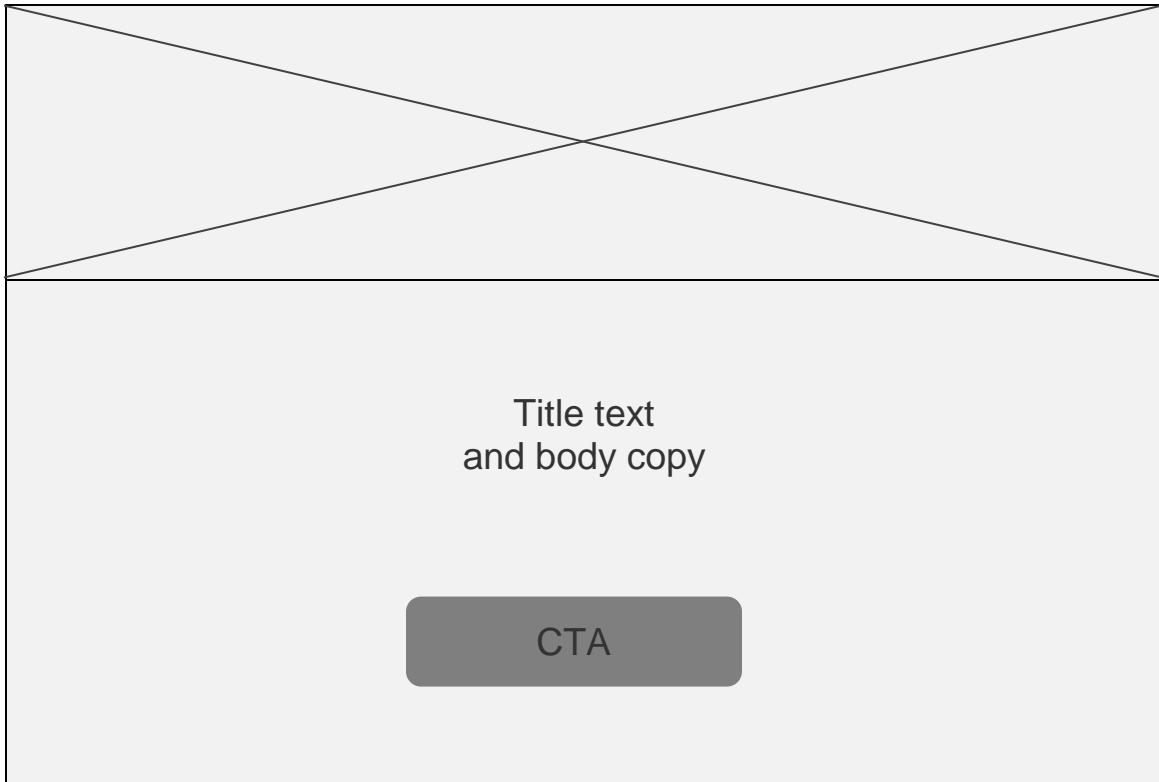
### 4 – Image left / text right (50/50 split)



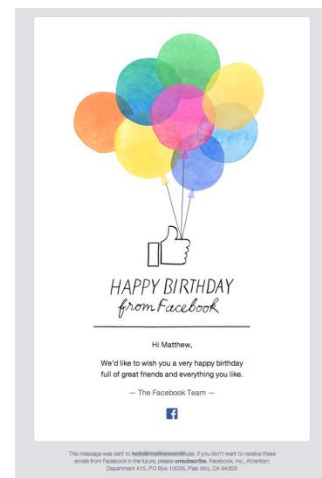
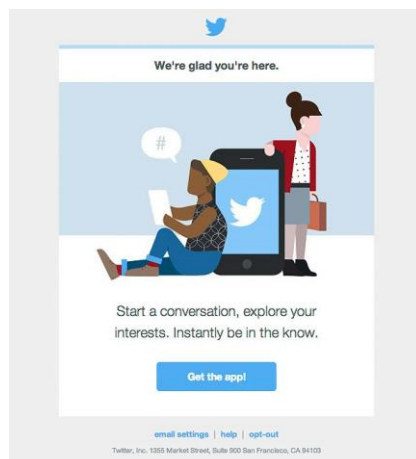
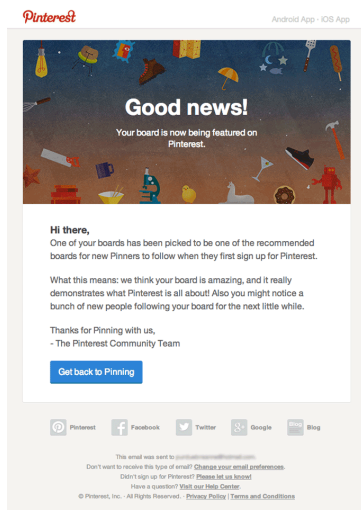
As seen here:



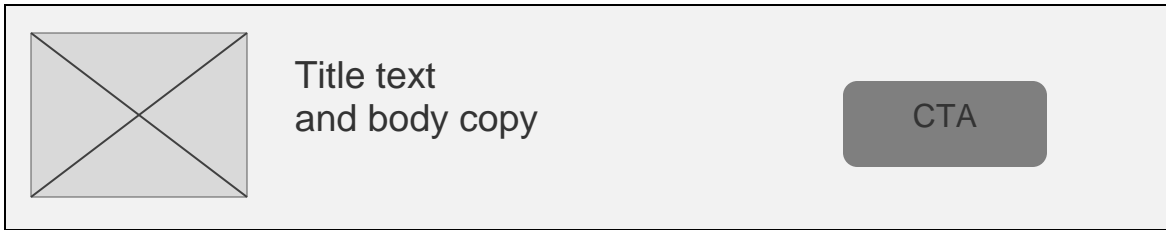
## 5 – Emergency module big hero image with text and CTA



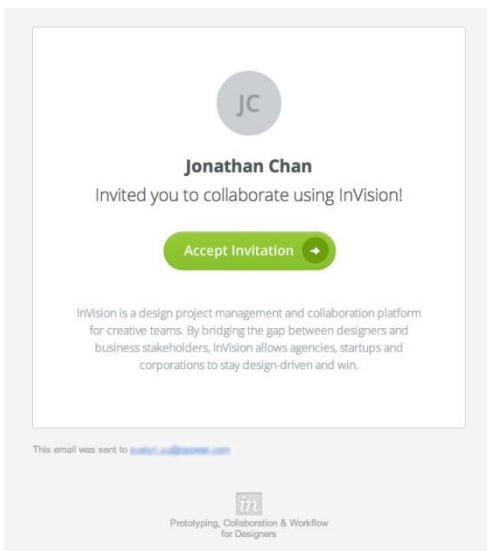
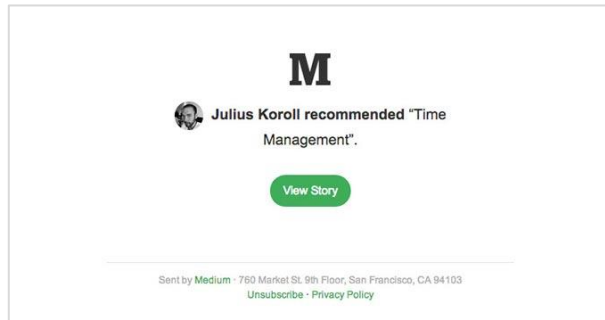
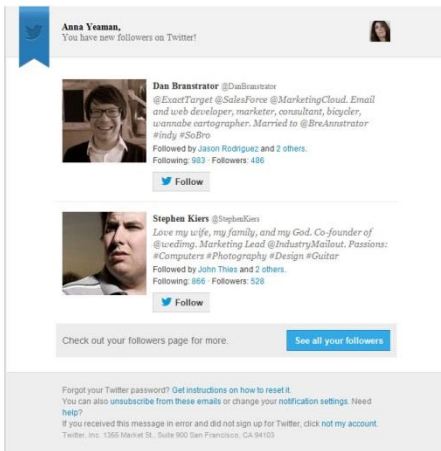
As seen here:



## 6 – Notification



As seen here:

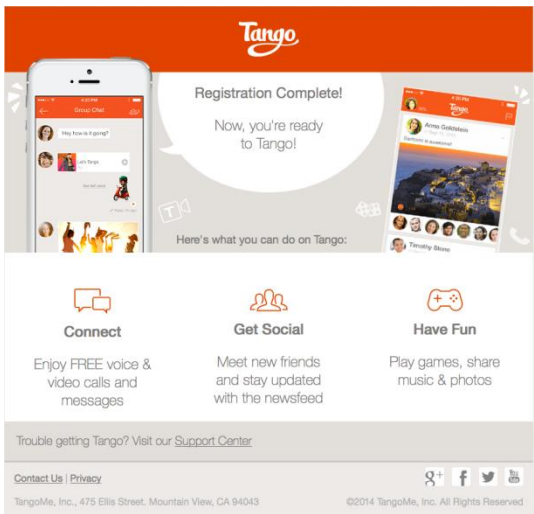




# 7 – 3 col module

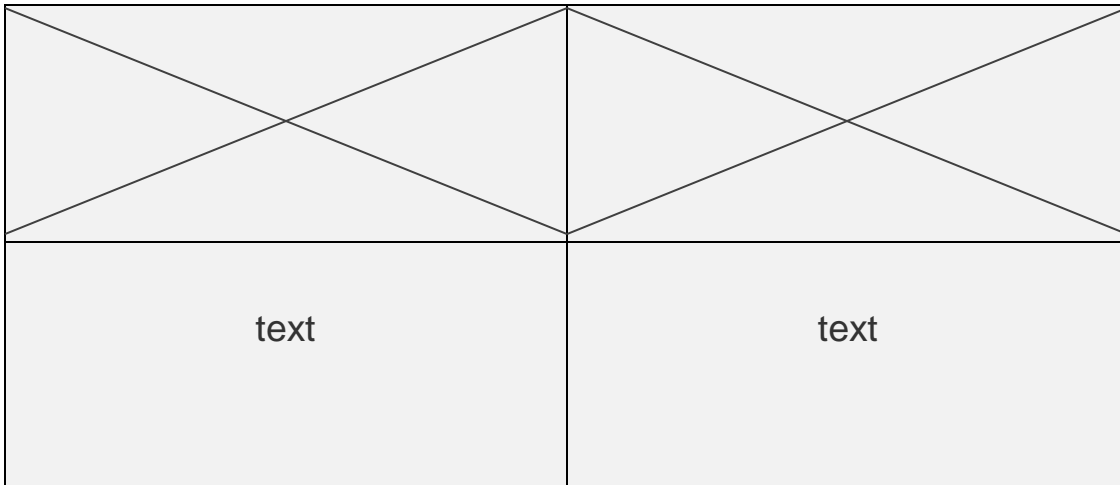
text	text	text

As seen here:

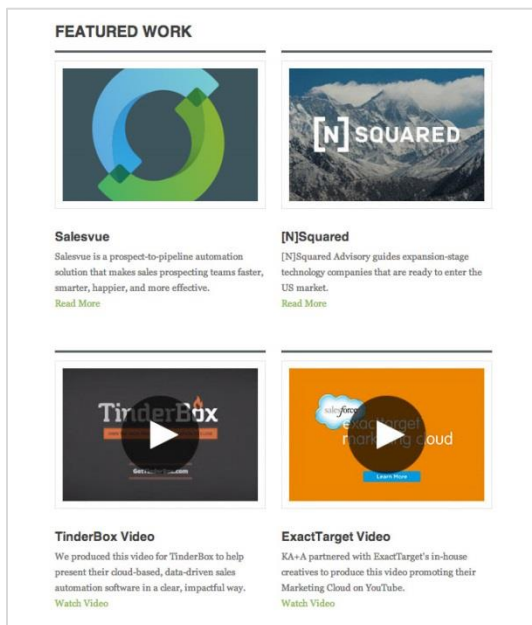




## 9 – Two column

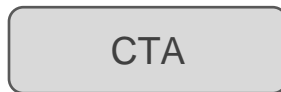
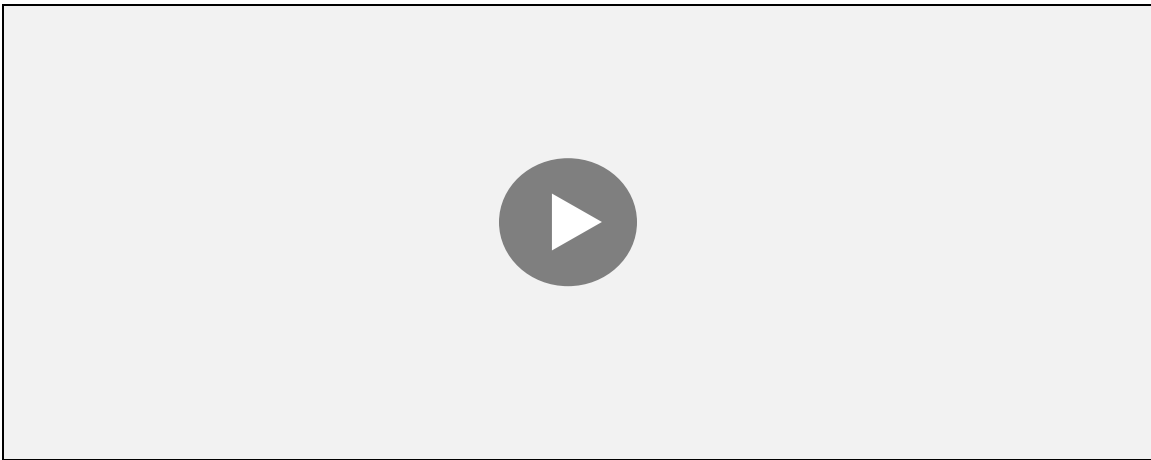


As seen in:

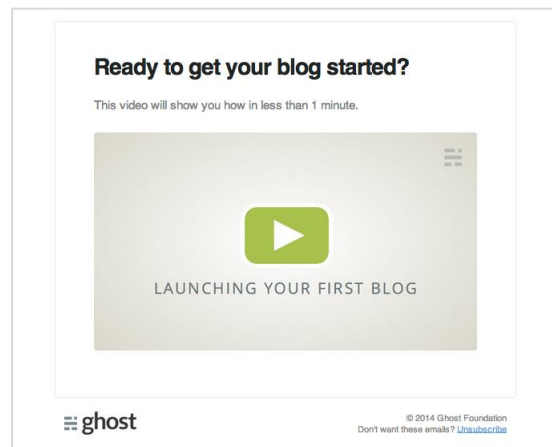
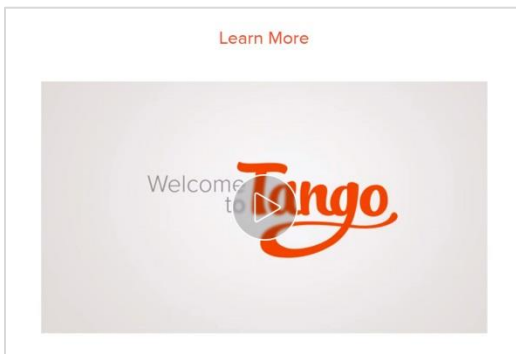


(tango site stacked on mobile)

## 10 – Video with CTA

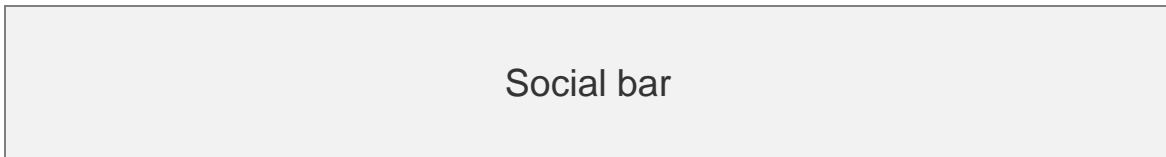


As seen in:



# Optional modules

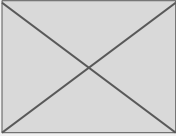
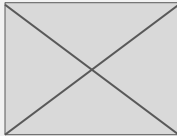
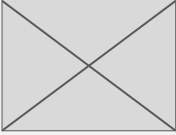
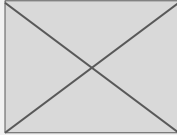
1 – Social bar: You may want a social bar in a newsletter, but not a notification email. This way you can add and subtract it at will.



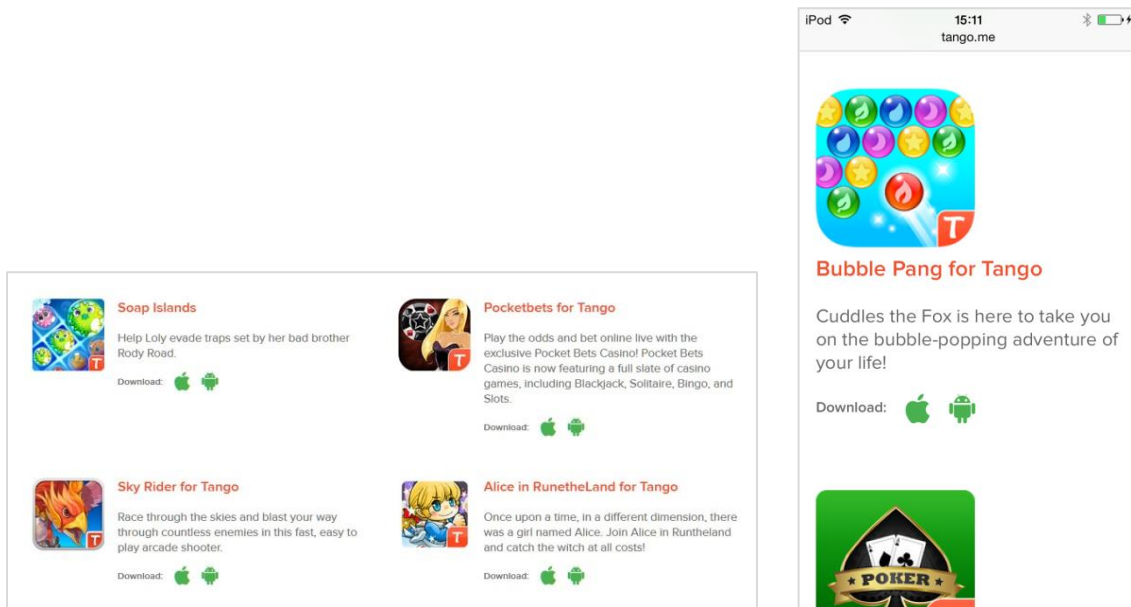
As seen in:



## 2 – Two column list (stacks into one on mobile)

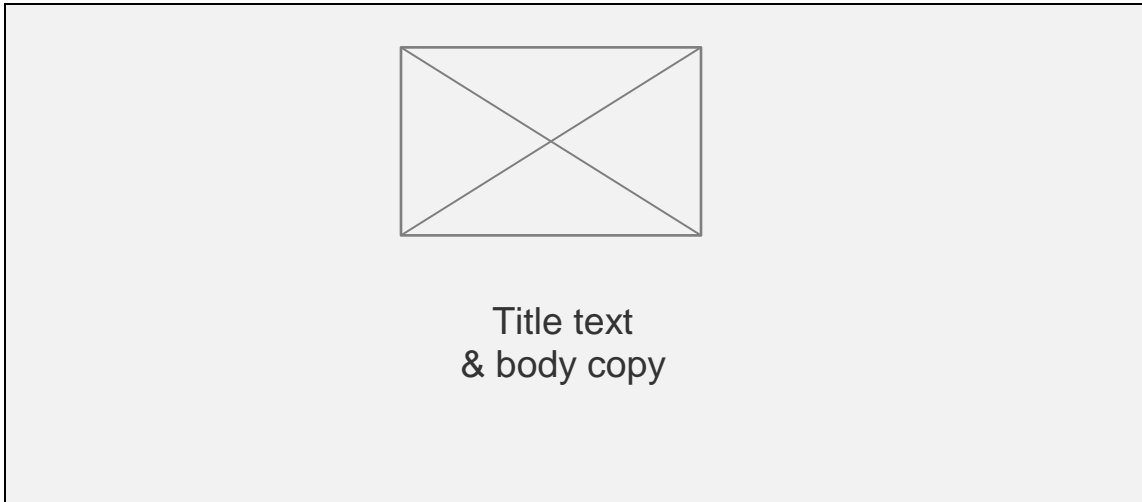
 Title text & body copy	 Title text & body copy
 Title text & body copy	 Title text & body copy

As seen in:

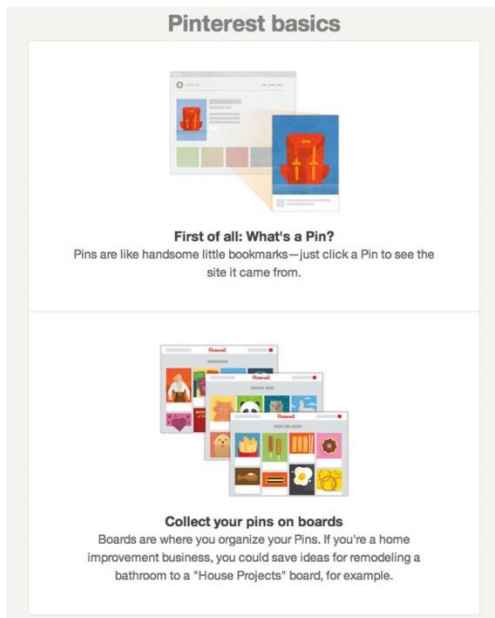


( tango site stacked on mobile right )

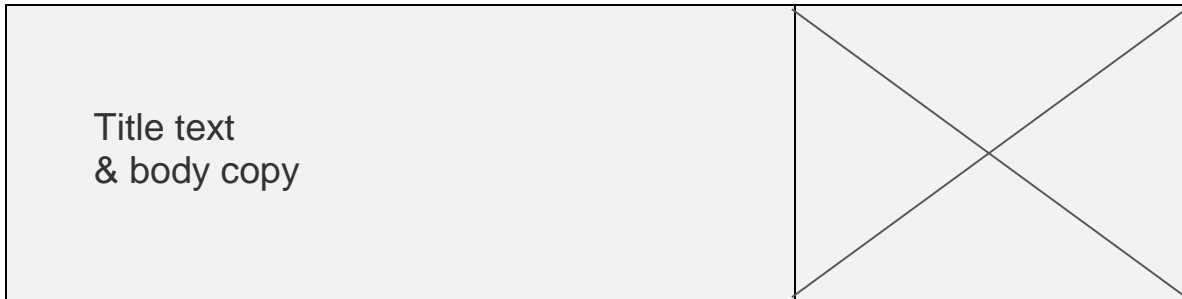
3 – One column, small image and copy.



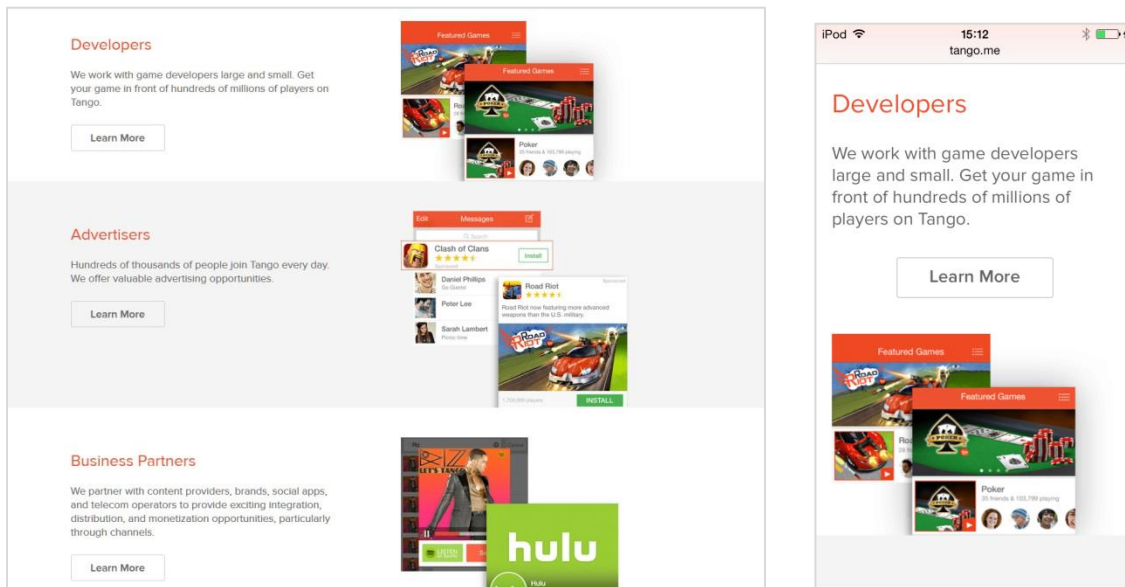
As seen in:



## 4 – Text left and small image right (70/30 split)



As seen in:



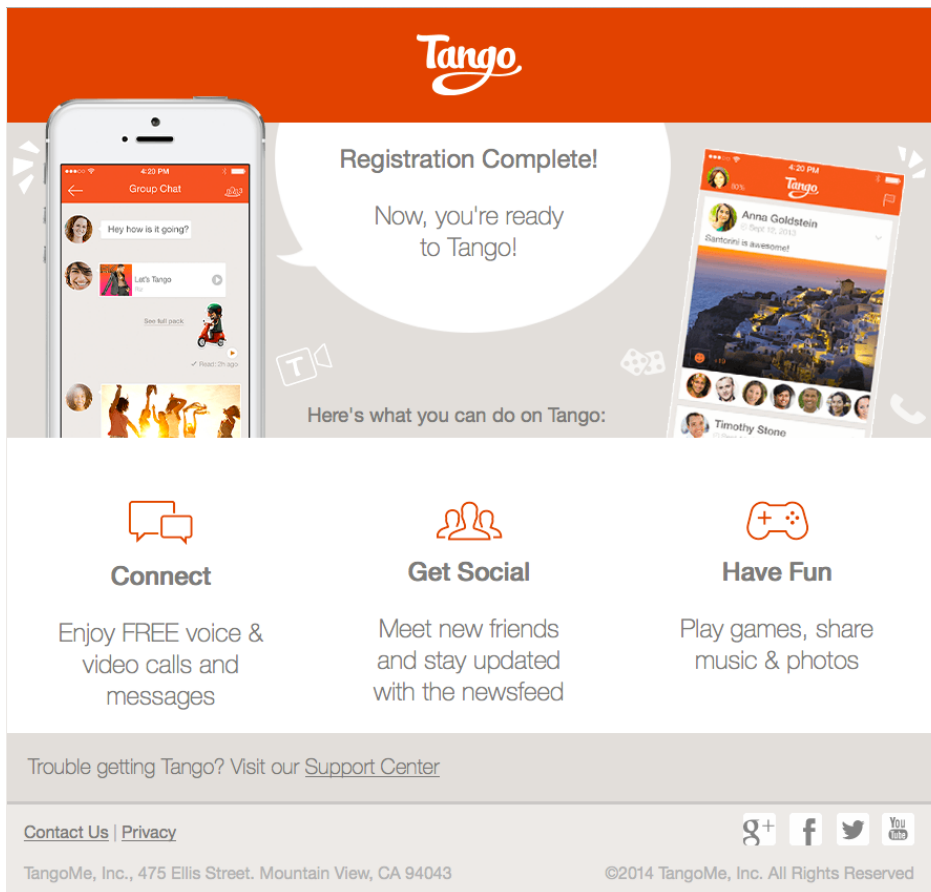
( tango site stacked on mobile right )



## 5 – Standalone image module

Image

Why? If you wanted to recreate this email, you'd need to use the 3-col module, and a standalone image. All our existing modules are images with other content. Having an image on its own makes for a highly flexible module block. It's broken down to its most basic component.



# Next steps

- 1 – Call to discuss next Tuesday 21<sup>st</sup> October, 11am PST
- 2 – After some back and forth we all decide on a module list
- 3 – Send us your style guide and any branding documents
- 4 – Draft up a few modules to see if we are on the right track
- 5 – Draft up full list of modules showing desktop and mobile views

# Questions?

Email Anna Yeaman at [anna@stylecampaign.com](mailto:anna@stylecampaign.com)

[STYLECampaign](#) / Los Angeles / tel: 818-824-3822 / [@stylecampaign](#)