

VitalPBX Partner - Email Marketing Kit

This kit provides the professional templates you need to communicate with your leads and customers.

What's Inside?

1. **newsletter_template.html**: A modular template for monthly updates, tips, and company news.
2. **product_announcement.html**: A high-impact template for launching new features or services (e.g., "New Mobile App Available").
3. **lead_nurture.html**: A personal, text-focused template designed for sales follow-ups and "soft sells."
4. **email_copy_library.pdf**: A cheat sheet of subject lines and pre-header text to boost your open rates.

How to Use These Templates

Step 1: Choose Your Platform

These templates work with:

- Mailchimp
- HubSpot
- ActiveCampaign
- Constant Contact

Step 2: Import the HTML

1. Open the .html file in any text editor (Notepad, TextEdit, VS Code).
2. Copy the entire code.
3. In your email marketing tool, choose "Create Custom Template" or "Import HTML."
4. Paste the code.

Step 3: Customize

- **Images**: You must host your images (logo, banners) online. Replace the `src=""` placeholders with your image URLs.
- **Links**: Update all `href="#"` tags with links to your website or booking page.
- **Colors**: You can find and replace these hex codes to match your brand.
- **Footer: Legally Required**. You must update the address and "Unsubscribe" link in the footer to comply with CAN-SPAM/GDPR laws.

Best Practices

- **Test**: Always send a test email to yourself (and check it on your phone!) before sending to your list.
- **Subject Lines**: Use the `email_copy_library.pdf` file to write subject lines that get clicks.