

## Meet the phone changing the shape of the future!

SAMSUNG Galaxy Z Flip

It's an all-new, foldable form factor. Small, durable and unlike anything you've held before.

- **Always A/B test subject lines.** You should A/B test anything you can, email subject lines included.
- **Write multiple subject lines.** You should write 10 subject lines for every email, just as you should write 10 titles for every blog post. Then choose the best
- **Keep it under 50 characters.** It's general best practice to keep subject lines to fewer than 50 characters. Subject lines with **less than 50 characters have higher open rates and click-through-rates** than those with 50+. Go over 50 characters and you risk being cut off.
- **Alliteration.** An ample amount of alliteration attracts!

### 1 Must-click Subject Line

This is the first piece of information your reader's see, so make sure you entice them to open your message. Do this by teasing content that is inside by using humor or by asking a question.

### 2 Compelling Preheader Copy

This is the second piece of information that readers will see and should be treated as an extension of your subject line. Tease the reader a little more to entice them to open up your message to learn more.

Samsung Galaxy Z Flip, Opening a New Chapter



### 3 Pre Header - Branding, Nav & View Link

#### 3a- Logo, Tag line & Branding

One of the most important aspects of sending an email communication is making sure you add your branding and brand identity to the messages you send out.

#### 3b- View in browser link

points to the web-hosted version of your email, which is kept on your servers. This helps recipients who either can't view HTML emails, or have image downloading switched off, to view the full version of your email.

#### 3c- Include relevant links ( Highlights & Thom Browne Edition)

In addition to the links you include for people to take action on your emails, (shop online, donate, register, etc.) you should also include links to places like your website and social channels so that people can connect with you beyond the inbox and learn more about what you have to offer.

### 4 Hero Banner

A major role in attracting and grabbing the attention of the subscriber is also played by the hero image within your email. This image is often the first visual your subscriber encounters and it encapsulates the overview of the most important content. A hero image mainly consists of image and text.

#### Notes:

- I understand this is not the Ad Campaign however, I am showing creative sample if I were asked to create the ad from scratch
- All branding messaging and fonts are being adhered to. I used all your fonts and logos buttons and other branding consistent with site
- consider using a softer more confident CTA, i.e. "Order Your Galaxy Flip"

### 5 Featured Content

Pick one piece of outstanding content and use that as the feature at the top of your newsletter. If you are struggling to pick a featured piece, narrow down your options until you find that one piece of must-read information.

#### Notes:

- Highlight a major feature or benefit
- Consider using testimonial or validation like the SGS example
- Consider personalization for proven click through rate
- Engaging & friendly copy about this email promo

## GALAXY Z FLIP

THE FULL SCREEN THAT FITS IN YOUR POCKET.

Hey there Michael,

Featured Content - Pick one piece of outstanding content and use that as the feature at the top of your newsletter. If you are struggling to pick a featured piece, narrow down your options until you find that one piece of must-read information.

Pick one piece of outstanding content and use that as the feature at the top of your newsletter. If you are struggling to pick a featured piece,

SGS, the world's leading certification company, awarded the Galaxy Z Flip's display Eye Care Certification based on its ability to drastically reduce the harmful effects of blue light.



This certification can be found on www.SGS.com.

### 6 Benefits Features & Supportive Information

#### What is a Feature?

Simply, a feature is something that your product has or is.

#### What is a Benefit?

Benefits are the outcomes or results that users will (hopefully) experience by using your product or service – the very reason why a prospective customer becomes an actual customer.

For those sitting on the fence, let's give them great reasons to click thru and convert

#### Notes:

- Most people want to know their money is well spent. Here we give them consumer confidence by being clear on the benefits & features we have to offer that makes us stand out from our competition.

### Misc. Page Elements

#### Eye-Catching Graphics

Great Graphics are what pulls the eye to your different pieces of content included within your newsletter. So, make sure your images and other graphics are eye-catching and serve a purpose.

#### Organized layout

Make use of a template that displays your content in blocks, similar to a newspaper. Don't neglect other layout options such as the inverted pyramid and zig-zag layouts designed to keep the reader's eyes moving in a given direction.

#### Minimal text

Avoid large blocks of text. Your newsletter should include article titles and a one-sentence description for each piece of content you choose to include.

#### Clear CTAs

Use a colorful CTA that stand out and directs readers to each article. This can be done by simply using contrasting colors to make the CTA buttons pop off the page.

#### Privacy Policy for Email Marketing

Your email marketing campaigns are data-driven and use personal information gathered from data subjects both directly and indirectly. Because it involves the processing of personal data, you must mention your use of email marketing within your Privacy Policy.

### 7 Online Reviews are Essential for Your Brand

For Validation for Consumer Confidence. Most people want to know their money is well spent. Here we give them consumer confidence.

#### Notes:

- They Make You Look Trustworthy
- They Expand the Conversation About You
- They Are Increasingly Essential to Decision Making
- They Have a Clear Impact on Sales
- They Give You An Open Line to Consumers
- They Make You More Visible
- Social Proof Drives Purchases

### 8 Secondary Messaging or Promotions

As much as consumers would rather brands send them promotional information via email, they have also stated in recent research that they would want brands to send them more informative information. This is why your newsletter or promo should include 90% informational content and 10% promotional.

#### Notes:

- For those not wanting to buy the primary promo, let's see if we can get them to click thru and purchase items for existing phone.
- Perhaps they may be interested in Spotlight Offers. Anything to get them on the site for awareness and or purchase

### 9 Footer

#### Preference selection / Unsubscribe Option / Send to a friend

- **Preference** Let your subscribers tell you what content they want to receive by linking to a preference center. This helps increase the level of subscriber personalization, something your readers will thank you for.
- **Unsubscribe** Thanks to updated laws and regulations, all email marketing material must provide subscribers with a simple way for them to opt-out of future emails. That's why adding an unsubscribe option to the footer of your emails is a must to let subscribers opt-out with ease.
- **Send to a friend**, excellent way to advertise for free and increase conversion from friend recommendations

**Quick Links.** Consider have some pertinent nav links for better conversion.

**Social Links.** Help your readers stay in touch via social media by providing social icons to every newsletter so users can easily follow you.

LEARN MORE

**Wireless PowerShare**  
You can charge your Galaxy Buds or Buds Live with a Flip's phone.

**Storage**  
Save all your hands-free photos and footage with 256GB storage.

**AP & RAM**  
A powerful 7nm processor and 8GB RAM let you download, bring screen and multitask with little lag.

**Bixby**  
Your always-ready intelligent assistant.

**Bixby Vision**  
Turn your camera into an intelligent tool to give you information about the world around you.

**Cinema-grade display**  
An HDR10+ viewing experience.

**Eye care display**  
Reduces eye strain and sleep disturbances.

**Samsung Knox**  
Multi-layered protection to secure your phone from the chip up.

**Authentication**  
Unlock your phone with Face Recognition, Fingerprint Scan or a PIN, pattern or password.

**4K UHD Recording**  
Record high-quality video that plays back crisp and clear.

**Photo and Video Bokeh**  
Blur out backgrounds and add bokeh effects for artistic photos and videos.

**Super Steady**  
Super Steady stabilizes video to make action shots look easy.

**Ultra Wide Camera**  
With 12 megapixels and a 125-degree field of view, photos and panoramas are taken to the next level.

**Custom Filter**  
Create your own filters based on the colors of a photo you love.

**Connectivity**  
Up to 100Mbps LTE keeps you downloading and streaming with little lag.

Mirror Purple    Mirror Black

**BUY NOW**

**Free shipping**  
Order with confidence. Safe, contact-free two-day delivery.

LEARN MORE

**Extended returns**  
Free returns extended to 30 days after delivery.

LEARN MORE

**Financing that fits your life**  
\$0 down and 24- to 36-month plans available for most items.

LEARN MORE

The award-winning  
**Galaxy Z Flip**

★★★★★  
"Reinventing the flip phone for 2020"  
**SAMSUNG Galaxy Z Flip**  
The Guardian 2020

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Explore our great deals on must-have tablets.

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