

Designing for Impact: E-Commerce



Impact

Growth



What to Include in Your Email: Hero Section

Logo

Place your logo at the top so your readers recognize who the email is from and feel familiar with you.



SUMMIT
PACKS

The Trail of Forgotten Gear Ends Here

Capture Attention

Only 15–25% of emails are even opened, so if readers see your header section, you've got their attention.



Match Your Brand Identity

Reinforce your message with an engaging image that reflects the theme of the email.

What to Include in Your Emails: Body Section

Convey Your Main Message

Use a bold headline to capture attention and direct readers to take immediate action.



With the Lite Ready Pack,
You're Always Adventure-Ready

Direct to Call-to-Action

Create eye-catching buttons that direct customers toward your desired action.



Make Essential Details Clear

Write concise, engaging messages that highlight your featured products or offers.

CRAFTED WITH PRECISION

Crafted with precision and designed for explorers like you,
the Venture Ready Pack is the ultimate travel companion.

Use dividers to break information up.



Quick-access top pocket with internal organization

Water bottle pocket

Internal slip pocket

Use Supporting Images

Enhance visual appeal and give customers a better understanding of what you offer.

Breathable, Versatile, & Backed
by our 3-year warranty!

Sales Incentives

Provide offers and information about your brand to encourage shopping.



Use the coupon block if you have a promotion.

What to Include in Your Emails: Footer Section

Include Logo Again

Ensure your readers leave with a strong impression of who you are.



Encourage Engagement

Connect with your customers online to build community and drive traffic.

Use our social share and follow features to directly link readers to your social media pages

Make it Easy to Find You Again

Encourage communication and ensure customers can easily reach you.

A prominent "Contact Us" button directs customers to your support or contact page.

Designing Impactful Emails:

Turn Viewers into Loyal Customers

Emails are essential for e-commerce brands because they offer a direct, personalized way to engage with customers, build trust, and foster loyalty. Readers decide within 9 seconds whether to engage, so start with strong visuals and a headline that captivates. Use urgency, like “limited time” offers, to drive action, and keep your content focused so readers aren’t overwhelmed.

Welcome, abandoned cart, promotional, and thank you emails create important customer touchpoints, and [with Constant Contact’s Automated Series](#), you can make these even easier! Each has a role: welcome emails set the tone, abandoned cart messages recover lost sales, promotions push new products, and thank you emails enhance loyalty. [Personalize them with product recommendations, greetings, and offers to boost engagement and conversions.](#)

Consistent branding reinforces your identity, fosters trust, and encourages repeat purchases. Implementing these strategies with our [BrandKit](#) helps create a seamless, visually appealing email experience that resonates with your audience and increases sales.

If you need more assistance, our Constant Contact [AI Content Generator](#) and [Professional Services](#) team can help bring your vision to life. Elevate your email marketing strategy to drive engagement, increase conversions, and build lasting customer relationships. Visit Constant Contact’s Knowledge Base for more tips.

