

# Concep Send: Template Starter Package



## Description

A package consisting of two templates, one focused on newsletter style comms, one focused on event communications. Each template has a range of layouts built according to best practice for email marketing, which ensures you have everything you need to build out good looking email campaigns.



## Pain Points

**Outlook Bugs** – An existing Outlook bug causing white lines in email HTML proves challenging, especially for customers using outdated templates, hampering our ability to assist in minimizing the bug's impact.

**Design Costs** – Engaging design agencies for email templates can be expensive, with the added risk of the agency lacking knowledge of best email communication practices, potentially leading to overpayment and undesired results.

**Technical Deficiency** – Building custom templates from scratch can be an extensive project, placing a significant burden on the firm's marketing team and requiring a steep learning curve to request the appropriate layouts.



## Outcomes/Benefits

- **Tailored Solutions** – Our starter package offers a wide variety of highly adaptable layouts, meticulously crafted by specialized developers and handpicked by our experienced team, enabling customers to leverage email-specific designs.
- **Streamlined Process** – The template package allows firms to create compelling email communications without the need to request basic building blocks, enabling them to focus on brand-specific, high-value design elements.
- **Cost-Effective** – The use of our template package eliminates the need for costly custom designs, thereby enabling more efficient allocation of resources.



## Firm Resources Required

Firms simply provide the below resources and our Professional Services team handle the rest:

- We will need a copy of your logo.
- A copy of your brand guidelines.
- Social Links.
- Firm Address.
- Footer links (Privacy policy link, contact us link etc.)