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# Email Guidelines Phase 2 | Vodafone

Wireframes and recommendations














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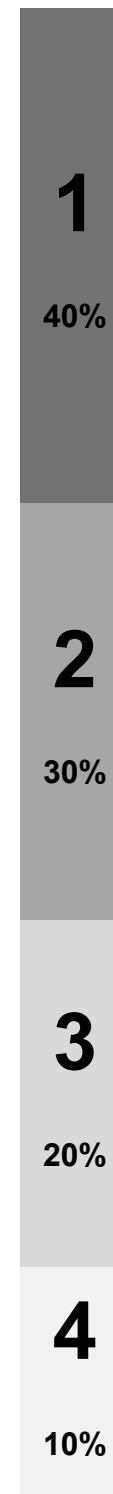
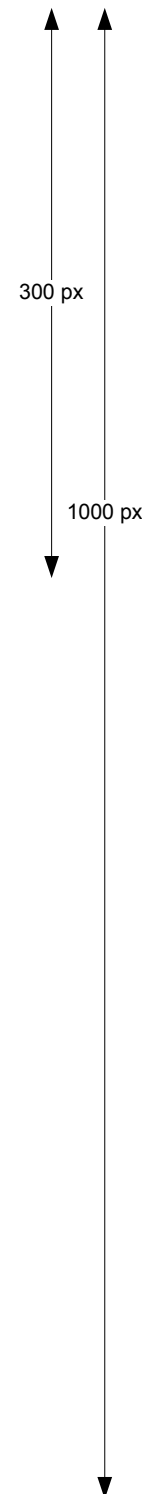
**Last Revision date:** 02/12/2008

# 1.0a - B2C Newsletter

Having trouble reading this email? [Click here for a web version](#)

To ensure you receive your Vodafone emails correctly please add xxx@vodafone.xxx to your address book. [Need help?](#)

		<h2>Newsletter October 2008</h2>	
<h3>What is Mobile Internet?</h3> <p>Mobile Internet is the internet, in your pocket. Your favourite websites, on your mobile. Even if you're out and about you can browse Amazon, check your emails, visit your online bank - all from your phone.</p>		<h3>Why should I get it?</h3> <ul style="list-style-type: none"> <li>Consectetuer adipiscing eli</li> <li>Sed diam nonummy nibh</li> <li>Eeuismod tincidunt ut</li> <li>Laoreet dolore magna aliquam</li> <li>Erat volutpat. Ut wisi</li> </ul>	
<h1>Get the internet on your phone &gt;</h1>			
<h4>Special offers</h4>		<h4>What's new</h4>	
 <p>Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore</p> <p>Take me to the offer</p>	 <p>Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore</p> <p>Take me to the offer</p>	<p>Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore</p> <p>Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore</p> <p><a href="#">Show me the product</a></p>	
<h4>Competitions</h4> <ul style="list-style-type: none"> <li>Win consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet <a href="#">Enter competition &gt;</a></li> <li>Win consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet <a href="#">Enter competition &gt;</a></li> <li>Win consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet <a href="#">Enter competition &gt;</a></li> </ul>	<h4>Top 5 phones</h4>      <p><a href="#">Buy</a> <a href="#">Buy</a> <a href="#">Buy</a> <a href="#">Buy</a> <a href="#">Buy</a></p> <p>Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore</p> <p><a href="#">Show me all phones &gt;</a></p>	<h4>Coming soon</h4>  <p>Consectetuer adipiscing elit, sed diam euismod tincidunt ut laoreet dolore</p>  <p>Consectetuer adipiscing elit, sed diam euismod tincidunt ut laoreet dolore</p>	
<p>  Send to a friend              Send feedback              Printer friendly format         </p> <p>Legal information / Terms &amp; Conditions / Unsubscribe link</p>			



## Generic Newsletter Email template

### NOTES

#### Email Vision:

- Get users to read desired message within email within 50 seconds.
- Get users to the Vodafone site effectively through good use of Calls to Action (CTA)

#### Specifications

- Logo – Vodafone logo/brand
- Heading of proposition or promotion or whatever the email is about. This needs to be concise and tell the story of what is to follow.
- Main call to action of the page – should stand out above all other links.
- The main offer of the month or a welcome intro text area should appear here as the first point of viewing. If no 'Offer of the month' exists then this should be a short intro on the month in question, what's been happening.
- A secondary part of the offer of the month or the main feature of the month. Could be 'Why get it?', etc.
- 'Special offer' module – Colour should be used to highlight specific areas of content. This module could be a double module and should contain offers relevant for this month and for subscribers only. They should appear directly beneath the main intro as they are of most relevance to user.
- Ad space for new products in the 'What's new' module. Shown in a different colour to differentiate between Special offers and other modules.
- Competition/Seasonal/Notice board module. This area can be used for these types of content. Links directly to area in question.
- Top 5 phones – or accessories or plans. Area to promote most sought after phones or plans.
- 'Coming soon' module similar to 'What's new' module. Keep these two areas close by. If there is nothing coming soon, then the 'What's new' module can be extended to show more products. (Or it can be duplicated)
- Links to send to friend, send feedback and print email.
- Footer. Legal info and links to unsubscribe.

# 1.0b - B2B Newsletter

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The wireframe shows a newsletter layout with the following sections and callouts:

- 1** Logo/Brand
- 2** Newsletter October 2008
- 3** Case study > (highlighted in red)
- 4** Support your growing business
- 5** How do I do it?
- 6** Support your business (grey header)
- 7** What's new (grey header)
- 8** Notice Board (grey header)
- 9** Top 5 Business plans (grey header)
- 10** Coming soon (grey header)
- 11** Send to a colleague, Send feedback, Printer friendly format
- 12** Legal information / Terms & Conditions / Unsubscribe link

Percentage-based sections on the right side of the wireframe:

- 1** 40%
- 2** 30%
- 3** 20%
- 4** 10%

Dimensions: 300 px (top section), 1000 px (main content area).

## Generic Newsletter Email template

### NOTES

#### Email Vision:

- Get users to read desired message within email within 50 seconds.
- Get users to the Vodafone site effectively through good use of Calls to Action (CTA)


#### Specifications

- 1** Logo – Vodafone logo/brand
- 2** Heading of proposition or promotion or whatever the email is about. This needs to be concise and tell the story of what is to follow.
- 3** Main call to action of the page – should stand out above all other links.
- 4** The main Case study of the month or a welcome intro text area should appear here as the first point of viewing. If no Case Study exists then this should be a short intro on the month in question, what's been happening.
- 5** A secondary part of the Case Study or the main feature of the month. Could be 'How do I do it?', etc.
- 6** 'Support your business' module – Colour should be used to highlight specific areas of content. This module could be a double module and should contain Business advice relevant for this month and for subscribers only. They should appear directly beneath the main intro as they are of most relevance to user.
- 7** Ad space for new products in the 'What's new' module. Shown in a different colour to differentiate between Special offers and other modules.
- 8** Competition/Seasonal/Notice board module. This area can be used for these types of content. Links directly to area in question.
- 9** Top 5 Business plans – or accessories or plans. Area to promote most sought after phones or plans.
- 10** 'Coming soon' module similar to 'What's new' module. Keep these two areas close by. If there is nothing coming soon, then the 'What's new' module can be extended to show more products. (Or it can be duplicated)
- 11** Links to send to colleague, send feedback and print email.
- 12** Footer. Legal info and links to unsubscribe.

# 1.0c - Alternate layout to B2B & B2C emails

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To ensure you receive your Vodafone emails correctly please add xxxx@vodafone.xxx to your address book. [Need help?](#)



1

## Newsletter Headline / Date 2

(Arial/Verdana – HTML based title)

Welcome to the Vodafone Spring Newsletter

Hi XXXXXX, 3

Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

**Sub Heading**

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

4 [Take me to Vodafone](#)

Image

Lorem Ipsum 5

- Win consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet [Enter competition >](#)
- Win consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet [Enter competition >](#)
- Win consectetuer adipiscing elit, sed diam nonummy nibh [Enter competition >](#) 6

**Sub Heading 7**

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem Ipsum

Image

Image

Image

Image

Image

Buy

Buy

Buy

Buy

Buy

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore [Show me all phones >](#)


Lorem Ipsum


Image


Consectetuer adipiscing elit, sed diam euismod tincidunt ut [laoreet dolore](#)

Image

Consectetuer adipiscing elit, sed diam euismod tincidunt ut [laoreet dolore](#)


[Send to a colleague](#)


[Send feedback](#)


[Printer friendly format](#)

8

Legal information / Terms & Conditions / Unsubscribe link

## NOTES


### Email Vision:

- Get users to read desired message within email within 50 seconds.
- Get users to the Vodafone site effectively through good use of Calls to Action (CTA)

### Specifications

- 1 Logo – Vodafone logo/brand
- 2 Heading of proposition or promotion or whatever the email is about. This needs to be concise and tell the story of what is to follow.
- 3 The first block of text should be the whole email in short, what the email is about, a direct call to action. Users may not scroll below this so this needs to cover everything that you want to say within the allocated space.
- 4 The main link on the email, the primary call to action should be different to the other links on the page. It should be more prominent.
- 5 The secondary area of content can go into more detail about the email proposition/ promotion or content in general. If the user has chosen to go this far, he will have been enticed by the first area of content and want to know more.
- 6 Calls to action/promotions can be promotional areas based on what the email is about.
- 7 Sub Heading area with any text relevant to this months news.
- 8 Footer bar with usual links.

## 2.0 - Send to friend Email

1

### Your friend recommends

2

Thought you might like this

3

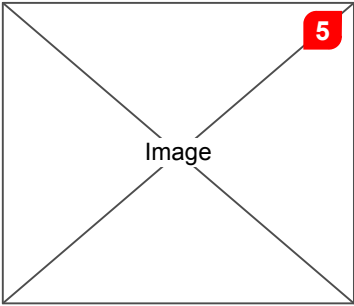
Dear <name>

4

<Sender name> saw this great offer at Vodafone <<http://www.shop.vodafone.co.uk/loremlorem?>> and thought you might be interested to see it too.

<sender name> says: Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

**6** Show me

5

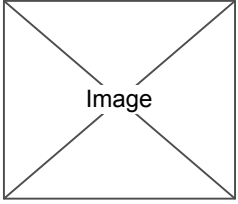
If you like this, you'll love these

7

#### Make of phone

8

Model name

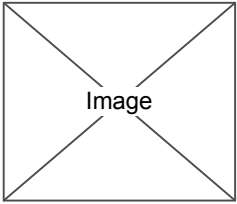


> Lore Ipsum Dolor  
> Lore Ipsum Dolor  
> Lore Ipsum Dolor

Full details of phone

#### Best seller plan

Plan name






> Lore Ipsum Dolor  
> Lore Ipsum Dolor  
> Lore Ipsum Dolor

Full details of phone

#### Offers of the month

- Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet [Show me the offer](#)>
- Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet [Show me the offer](#)>

 Send to a friend  Send feedback  Printer friendly format

Legal information / Terms & Conditions / Unsubscribe link

9

### NOTES


#### Email Vision:

- Get potential new user to click on links provided to view what friend has sent them.

#### Specifications

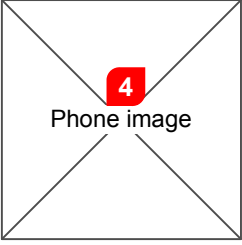
- 1 Logo – Vodafone logo/brand
- 2 Heading of proposition or promotion or whatever the email is about. This needs to be concise and tell the story of what is to follow.
- 3 'Thought you might like this' header.
- 4 Text to outline what the person's friend has sent them, with an inline link to the product.
- 5 Image of product. Could be phone, PC, accessory or plan.
- 6 Main call to action to take user to product.
- 7 Cross sell area. Header to tell user there are other things they may be interested in.
- 8 Other phones, plans or accessories with pictures, some features/details and a link to that product.
- 9 Footer. Legal info

## 3.0 - Send to friend form

1Close X2

### Send this phone to my friend

3

4

Phone image

Make of phone  
Model name

Send to: \*

5

Note: Want to add more than one email address? Just separate them with commas.

Your name: \*

Your email address: \*

Optional comments:

Note: We don't store any of this information or use it for marketing

**Send to my friend** 6

Close X


### NOTES

#### Lightbox Vision:

- For users to successfully send an item from the Vodafone site to their friends email address.

#### Specifications

- 1** Logo – Vodafone logo/brand
- 2** Close link – to close window.
- 3** Heading of Lightbox – In this case, could be as shown.
- 4** Image of phone link that is being sent to the friend.
- 5** Send to text field with help icon to tell users that they should input their friends email address here. Items marked with a \* are mandatory.
- 6** Main call to action. Links users to the page in question.
- 7** New heading for confirmation of successful transmission
- 8** Successfully sent message

Close X7

### Your message has been sent









Your message has successfully been sent to <email address>.  
Thank you for using this service. 8

Close X

# 4.0a - Opt in to Newsletter

Having trouble reading this email? [Click here for a web version](#)

To ensure you receive your Vodafone emails correctly please add xxxx@vodafone.xxx to your address book. [Need help?](#)

		<h2>Welcome to the Vodafone newsletter</h2>	
<h3>Welcome to Vodafone newsletter</h3> <p>Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.</p> <p><a href="#">Visit Vodafone</a></p>			
<p>Win consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet <a href="#">Enter competition &gt;</a></p> <p>Win consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet <a href="#">Enter competition &gt;</a></p> <p>Win consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet <a href="#">Enter competition &gt;</a></p>	 <p>Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore</p> <p><a href="#">Take me to the offer</a></p>	 <p>Consectetuer adipiscing elit, sed diam euismod tincidunt ut <a href="#">laoreet dolore</a></p>  <p>Consectetuer adipiscing elit, sed diam euismod tincidunt ut <a href="#">laoreet dolore</a></p>	
 Send to a colleague  Send feedback  Printer friendly format		<p>Legal information / Terms &amp; Conditions / Unsubscribe link</p>	

## NOTES

### Email Vision:

- Tell users they have successfully opted into newsletter and show them a teaser of what is to come.
- Get users to the Vodafone site effectively through good use of Calls to Action (CTA)

### Specifications

- 1 Logo – Vodafone logo/brand
- 2 Heading of proposition or promotion or whatever the email is about. This needs to be concise and tell the story of what is to follow.
- 3 Include the primary navigation of the consumer or business nav (dependant on whether a B2B or B2C email). Each nav item should link directly to the landing page of that area.
- 4 Introductory text to welcome user to newsletter with a main call to action to go to the vodafone landing page. (either B2B or B2C depending on user type)
- 5 'Special offer' or other relevant module. To give a taste of what the newsletters will contain.
- 6 Ad space for new products in the 'What's new'/'Coming soon' module. Shown in a different colour to differentiate between Special offers and other modules.
- 7 Competition/Seasonal/Notice board module. This area can be used for these types of content. Links directly to area in question.
- 8 Footer links

## 4.0b - Opt Out email

1

You have chosen to opt out of the Vodafone monthly newsletter.  
You will not receive any newsletters from us at all at your address: email@address.com

If you want to sign up to receive the Vodafone newsletter again in the future, you will have to do so by [registering your email address](#) again. 2

We'll miss you!  
The Vodafone team

In the meantime...

[Check out the latest offers on Vodafone.](#) 3

Legal information / Terms & Conditions 4

### NOTES

#### Email Vision:

- Advise users that they have opted out of the monthly newsletter and offer them a link back to the Vodafone site.

#### Specifications

- 1 No header or graphics used in this type of email. Purely text based.
- 2 Provide a link for users to register for email in the case they change their mind.
- 3 Provide a link for users to go to the Vodafone site.
- 4 Footer. Legal info

# 5.0a - Promo Landing Page (more than one offer)

## NOTES


### Page Vision:

- Users who have clicked through to this page from their email – show all offers that were mentioned in email with a direct call to action to purchase or read more.

### Specifications

- 1 Vodafone site – standard header and logo layout.
- 2 Special offers 5 column heading.
- 3 Special offers intro with a link to view ALL special offers and deals.
- 4 Single column modules that show the offer overview (standard lighbox mouseover detail as is currently on the site). With a clear call to action to purchase or read more.
- 5 My account related content such as Upgrade status with links to upgrade phone or plan.

## 5.0b - Promo Landing Page (One offer)

1

Nav Nav Nav Nav Nav Nav Nav

Second nav | Second nav | Second nav | Second nav | Second nav | Second nav | Second nav | Second nav | Second nav

### Special offer on <Mobile name and model>

2




Overview 3D View Image gallery

#### Why get this?

3


- Lore Ipsum Dolor
- Lore Ipsum Dolor
- Lore Ipsum Dolor
- Wisi enim ad minim veniam
- Consequat, vel illum dolore eu feugiat nulla facilisis at vero eros

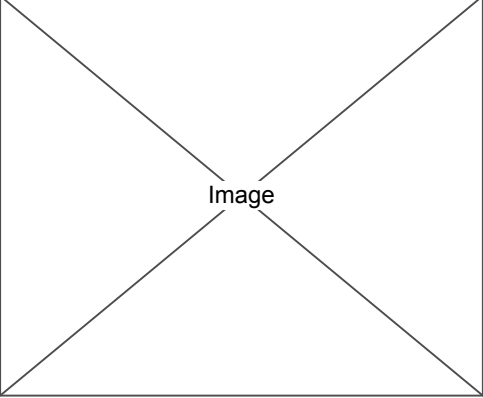
#### Key features

-  Lore Ipsum Dolor
-  Lore Ipsum Dolor
-  Lore Ipsum Dolor

#### Options

7

Email to a friend 



Image

#### Available for

<Price>  
<lorem ipsum dolor sit>

Select this offer

4

#### Description

6

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

#### Basket

5

Checkout

Features Specification What's in the box?8

### NOTES

#### Page Vision:

- Users who have clicked through to this page from their email – show the offer that was mentioned in email with a direct call to action to purchase.

#### Specifications

- 1 Vodafone site – standard header and logo layout.
- 2 Special offer heading for specific product.
- 3 Why get this and key features right up front.
- 4 Image of phone and main call to action to purchase. This should be placed close to the phone image and not at the top of the page as it needs to remain contextual to what the page is offering.
- 5 Basket functionality
- 6 Item description.
- 7 Options to send to friend link.
- 8 More details on the product.

## 6.0a - Subscribe to newsletter module

1

Nav Nav Nav Nav Nav Nav Nav

Second nav | Second nav | Second nav | Second nav | Second nav | Second nav | Second nav | Second nav | Second nav

2 **Subscribe to newsletter**

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

3 Consectetuer adipiscing

4 Name

4 Email address

5 **Sign me up**

[Why subscribe?](#) 6

### NOTES

#### Module Vision:

- Attract users to subscribe for the Vodafone newsletter, and to be able to do so very quickly. (no lengthy registration)

#### Specifications

- 1 Vodafone site – standard header and logo layout.
- 2 Subscribe to newsletter heading
- 3 Some text outlining subscription
- 4 Enter name field and Enter email address field
- 5 Sign me up button. (sends email to user to confirm opt in).
- 6 Why subscribe link takes user to 'b' version of this page.

# 6.0b - Subscribe to news detail page

## NOTES

### Page Vision:

- Attract users to subscribe for the Vodafone newsletter, and to be able to do so very quickly. (no lengthy registration)

### Specifications

- 1** Vodafone site – standard header and logo layout.
- 2** Vodafone newsletter overview
- 3** Subscribe area. Input details to subscribe.
- 4** Inspiration module – can mention how the newsletter serves as inspiration on new deals and offers.
- 5** It's safe module talks about email privacy. More link can take user to privacy policy
- 6** Exclusive deals module talks about all the deals the user will get if he subscribes.
- 7** Community module talks about the Vodafone community and how the email serves a community purpose.

# 7.0 - News Preference settings

**Newsletter preferences**

Set your preferences for how you would like Vodafone to communicate with you.

Email address: <email address> [Edit](#)

Preferred format:  HTML (includes graphics)  Text only

Email frequency: Monthly

Terms and conditions lorem ipsum dolor sit amet blah blah blah Consectetuer

Third party news consectetuer adipiscing elit consectetuer adipiscing elit

**Save**

## NOTES

### Module Vision:

- User must be able to update or set their email preferences from within My Account in a quick intuitive manner.

### Specifications

- Vodafone site – standard header and logo layout.
- Newsletter preferences heading with short intro.
- Registered email address of user. User can edit their email address from here.
- Format – the default is set to HTML. User can change this to Text only.
- Email frequency – default to monthly, but can perhaps have weekly, quarterly or yearly if relevant.
- T&Cs understanding. User must tick this every time he makes changes on the preferences page.
- Third party text about allowing third party people to use this email address to send email. If previously selected, then it will remain selected when user comes back to this page.
- Save button updates preferences and states so on the page.

# 8.0 - Purchase confirmation Email

Having trouble reading this email? [Click here for a web version](#)

To ensure you receive your Vodafone emails correctly please add xxxx@vodafone.xxx to your address book. [Need help?](#)

1  
 Logo/Brand

2 **Purchase confirmation**

Dear <name> 3

Thanks for your order.

**Want to manage your order online?**  
 If you need to check the status of your order or make changes, please visit our home page at Vodafone.co.uk and click on Your Account at the top of any page.

4 My account

Need help with this order? 5

[View help >](#)  
[My account >](#)  
[Contact us>](#)

10% off an upgrade 6

Image

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

Show me the upgrade ▶

We recommend 10

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

[Show me the product](#)

Coming soon 11

Image

Consectetuer adipiscing elit, sed diam euismod tincidunt ut laoreet dolore

Summary of purchase

Ship to 7

<First name> <Surname>  
 82 Dean Street  
 Soho  
 London  
 WC1 2BD

020 8321 3452  
 07924 374 587

Item description 8

Ref	Product	Quantity	Price (£)
	Sony Ericsson V640i	1	89.90
10287	<product name>	1	
34578	<product name>	1	
34733	<product name>	1	
Total before VAT			89.90
VAT amount			0
<b>Total for this order</b>			<b>89.90</b>

Help with your order: At Vodafone.co.uk we want you to be delighted every time you shop with us. Occasionally though, we know you may want to return items. Read more about our [Returns Policy](#). 9

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.

12 Legal information / Terms & Conditions

300 px

## Generic Newsletter Email template

### NOTES

#### Email Vision:

- Get users to read desired message within email within 50 seconds.
- Allow users to feel secure in their online purchase from Vodafone.


#### Specifications

- 1 Logo – Vodafone logo/brand
- 2 Purchase confirmation heading
- 3 Short header to tell user what this email is about.
- 4 A link to 'My account' which links users to their account to view purchase status.
- 5 Need help module hosts links to various areas of Vodafone site that may help user with his purchase queries.
- 6 Offer the user a 10% (or whichever amount) off an upgrade or next purchase – an incentive to buy once again.
- 7 Ship to details hosts details of the name and address of where the item purchased is going to be shipped to.
- 8 Item description hosts info on the product purchased as well as the quantity and ref numbers if relevant.
- 9 Text explaining some cancellation policies and anything else of importance that could be mentioned here.
- 10 'We recommend' module Can list some good products or plans that are relevant to the user. Images can be used or omitted. Links directly to the product page in question.
- 11 Coming soon or What's new module can feature upcoming plans, phones, accessories or Vodafone initiatives.
- 12 Footer links.

# 9.0 -New Product Launch Email

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
Logo/Brand

## We're launching a new product

<Product name>

Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

### Key features

-  Lore Ipsum Dolor
-  Lore Ipsum Dolor
-  Lore Ipsum Dolor

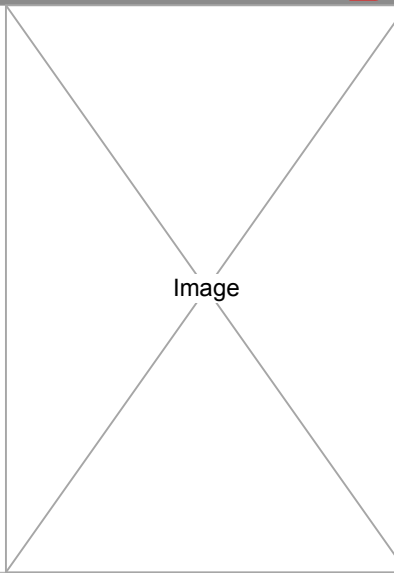
#### Why get it?

- Ut wisi enim ad minim
- Veniam, quis nostrud
- Exerci tation ullamcorper
- Suscipit lobortis nisl

### Description

Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

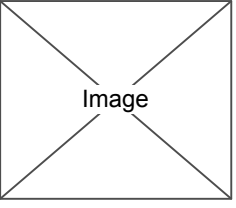
BUY IT NOW




If you like this, you'll also be interested in these

#### Make of phone

Model name

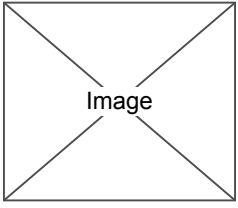


- > Lore Ipsum Dolor
- > Lore Ipsum Dolor
- > Lore Ipsum Dolor


Full details of phone


#### Best seller plan

Plan name





- > Lore Ipsum Dolor
- > Lore Ipsum Dolor
- > Lore Ipsum Dolor


Full details of phone


#### Offers of the month

- Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet [Show me the offer](#)>
- Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet [Show me the offer](#)>


Send to a friend


Send feedback


Printer friendly format

[Legal information](#) / [Terms & Conditions](#) / [Unsubscribe link](#)

300 px

## Generic Newsletter Email template

### NOTES

#### Email Vision:

- Get users to read desired message within email within 50 seconds.
- Allow users to feel secure in their online purchase from Vodafone.

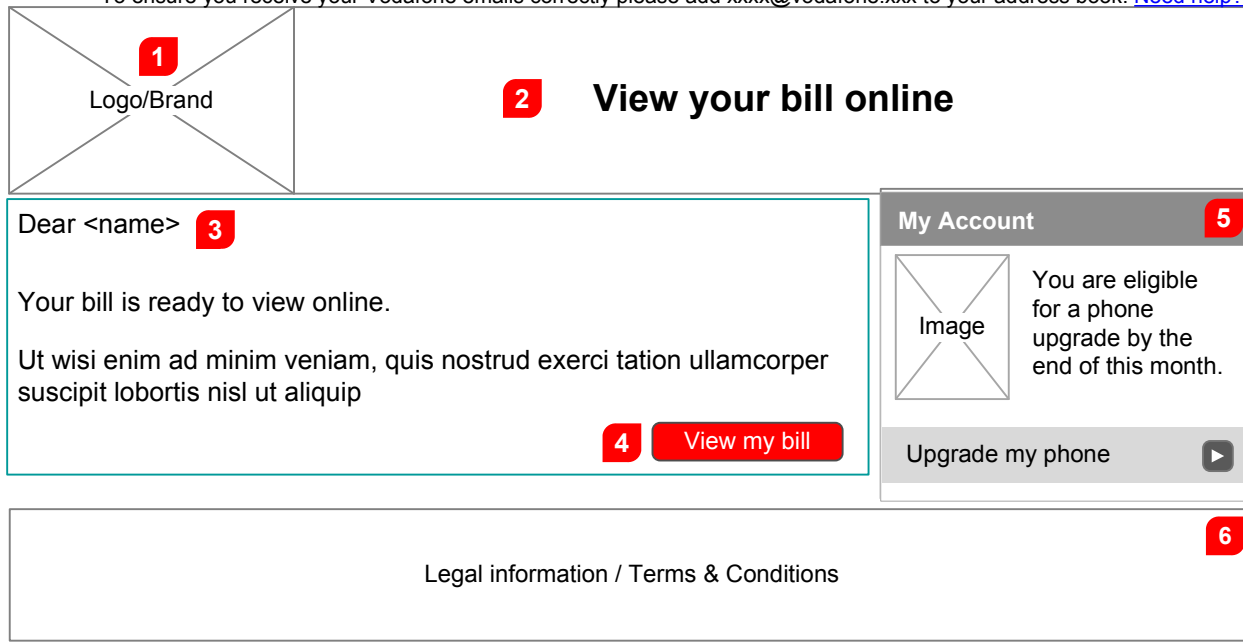
#### Specifications

- 1 Logo – Vodafone logo/brand
- 2 New product launch heading
- 3 New product header with key features, why get it and description subheaders. Include a nice image of product as well as main call to action to buy the product. (Or link to view more if not yet launched)
- 4 Cross sell header to show other products the user may be interested in.
- 5 Cross Sell modules with details of other products of relevance.
- 6 Footer. Legal info And t&c link

# 10.0a - eBilling (your bill is ready to view)

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## Generic Newsletter Email template

### NOTES

#### Email Vision:

- Get users to read desired message within email within 50 seconds.
- Allow users to link to their account quickly to view their bill online.

#### Specifications

- 1** Logo – Vodafone logo/brand
- 2** View your bill online heading
- 3** Short header to tell user what this email is about.
- 4** A link to 'View my bill' which links users to their account to view their bill.
- 5** My account module shows things of value, such as phone upgrades, new text message bundles, text your friends online, set up barring, etc... A good place to advertise My account features.
- 6** Footer. Legal info And t&c link

# 10.0b - eBilling (with cross sell)

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**1**  
Logo/Brand

**2** **View your bill online**

---

Dear <name> **3**

Your bill is ready to view online.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper  
suscipit lobortis nisl ut aliquip

**4** [View my bill](#)

**5** My Account

Image

You are eligible for a phone upgrade by the end of this month.

Upgrade my phone ▶

---

**6** You are eligible for an upgrade, these plans would suit you best:

**7** <Plan name>  
Sub header

Image

> Lore Ipsum Dolor  
> Lore Ipsum Dolor  
> Lore Ipsum Dolor

Full details of plan ▶

<Plan name>  
Sub header

Image

> Lore Ipsum Dolor  
> Lore Ipsum Dolor  
> Lore Ipsum Dolor

Full details of plan ▶

<Plan name>  
Sub header

Image

> Lore Ipsum Dolor  
> Lore Ipsum Dolor  
> Lore Ipsum Dolor

Full details of plan ▶

---

**8** Legal information / Terms & Conditions

300 px

## Generic Newsletter Email template

### NOTES

#### Email Vision:


- Get users to read desired message within email within 50 seconds.
- Allow users to link to their account quickly to view their bill online.

#### Specifications

- 1** Logo – Vodafone logo/brand
- 2** View your bill online heading
- 3** Short header to tell user what this email is about.
- 4** A link to 'View my bill' which links users to their account to view their bill.
- 5** My account module shows things of value, such as phone upgrades, new text message bundles, text your friends online, set up barring, etc... A good place to advertise My account features.
- 6** Cross sell header to show other products the user may be interested in.
- 7** Cross Sell modules with details of other products of relevance.
- 8** Footer. Legal info And t&c link

# 11.0 - Welcome to eCare

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To ensure you receive your Vodafone emails correctly please add xxxx@vodafone.xxx to your address book. [Need help?](#)

1

## Welcome to Vodafone

2

(Arial/Verdana – HTML based title)

---

Your registration is complete

Dear <name>

3

Congratulations! Your account is now active and you can start to enjoy all the features and benefits of what Vodafone has to offer. Your login username is <name>.

Login to Vodafone to view your new profile.

4[My profile](#)

### Need help with your account?

[View help >](#)

5

[My account >](#)

[Contact us>](#)

---

### My Account

6

Image

Help our environment, Sign up for paperless billing.

Sign me up

▶

### Subscriber specials

#### <Phone name>

7

Sub header

Image

> Lore Ipsum Dolor  
> Lore Ipsum Dolor  
> Lore Ipsum Dolor

Full details of phone

▶

### Best seller plans

Image

Duis autem vel eum iriure dolor in hendrerit in vulputate

Image

Duis autem vel eum iriure dolor in hendrerit in vulputate

Image Send to a friend

Image Send feedback

Image Printer friendly format

Legal information / Terms & Conditions / Unsubscribe link

8

## NOTES

### Email Vision:

- Affirm to users that they are successfully registered. Link them back to the Vodafone site.

### Specifications

- Logo – Vodafone logo/brand
- Welcome to Vodafone heading.
- Text about welcome to Vodafone.
- Link to My Account/Login
- Help with account – links to help, account and contact us
- My account module with links to paperless billing or other My account features. (see 10.b for more detail)
- Cross sell specials that new subscribers may be eligible for.
- Footer. Legal info