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**How to Use an Email Template**

CRYSOUND email templates are created to simplify your communication process by providing the core content and formatting of promotional email campaigns. As a CRYSOUND distributor, you can copy and paste this information into your email platform of choice, make a few modifications and/or personalizations, and send it to your customers without a lot of effort or time investment.

**Anything indicated in the template in** [red] **is a placeholder and** **needs to be updated by you prior to deployment**

**Best Practices**

Here are the best practices for customizing and using our email templates effectively. Please reach out to Paige at [paige.morford@crysound.com](mailto:paige.morford@crysound.com) if you have any questions or book a call [here](https://calendly.com/paige-morford-rr_g/crysound-marketing-chat).

#### **1. Personalize the Subject Line (Optional)**

* **Customize the Subject:** You can modify the subject line of the email based on your specific style or organization’s brand voice. One has been provided for you in the template to use.
  + **Tip:** Ensure the subject line is concise and enticing to encourage the recipient to open the email.

#### **2. Address the Recipient**

* **Insert the Recipient's Name:** If your email program allows it, it’s best practice to address each recipient directly (this can be done automatically on certain email platforms). The CRYSOUND template has identified this as [Customer's Name] in the copy.
  + **Tip:** Ensure the greeting matches the level of formality appropriate for the recipient. If your organization is more formal, ensure the tone of the greeting is formal. If your organization is more casual, ensure the tone of the greeting is casual.
  + **Tip:** If you do not have an email platform that supports addressing each individual, you can simply input another greeting.

#### **3. Customization**

* **Customize the Message:** Tailor the provided content to match your organization’s voice and tone.
* **Tip: When creating content, emphasize how the products** benefit the recipient or their business.

#### **4. Call to Action**

* **Define the Next Step:** Clearly state what action you want the recipient to take next. The existing template for the CRY8120 indicates [Learn More] as the CTA which can navigate to a landing page. This should be changed based on the action you want your customers to take.
  + **Tip:** Other options include, “Book a Demo”, “Contact Us” or similar.

By following these instructions, you can effectively customize and use a CRYSOUND email template to streamline your communications of CRYSOUND products.