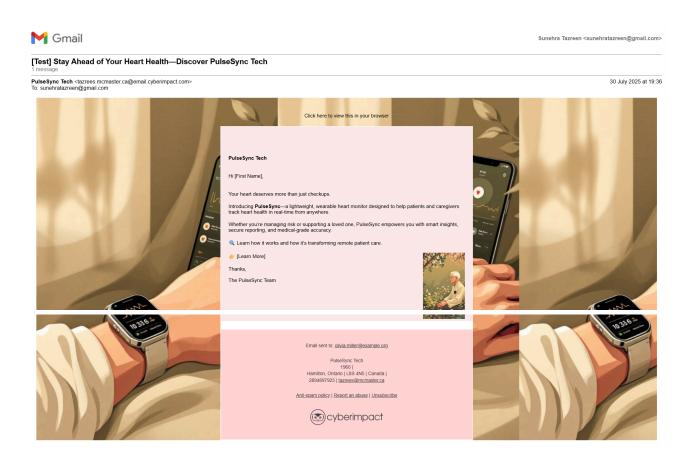
# Email Sequence Mockups & Design Sample - PulseSync Tech

Prepared by Sunehra Tazreen

Email	Purpose	Mockup Content
Email 1: Awareness	Welcome users, introduce PulseSync	Subject line, header image (optional), short intro paragraph, product benefit bullets, CTA: "Learn More"
Email 2: Engagement	Educate users about usage and value	Customer testimonial, use-case example, benefit explanation, CTA: "See How It Works"
Email 3: Conversion	Prompt action	Offer (e.g. demo or pilot), urgency ("Limited Spots"), CTA: "Book a Demo Now"



### **Email Mockup Sample Description:**

As part of the PulseSync Tech marketing strategy, I designed a visually compelling mass marketing email using Mailchimp. The email follows best practices for B2B SaaS campaigns—featuring a personalized greeting, engaging copy, strong branding, and a clear call to action. It introduces PulseSync's wearable heart monitor and highlights key value propositions with high-quality visuals. This mockup was added to the **Email Sequence** Mockups PDF as a sample of how the email would appear across devices and demonstrates my ability to design user-centric communication assets using real-world email design tools.



# Email 1 – Awareness

**Purpose:** Introduce the brand and product to cold leads **Goal:** Educate and create awareness; generate interest

**Subject Line:** Stay Ahead of Your Heart Health—Discover PulseSync

#### Body:

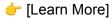
Hi [First Name],

Your heart deserves more than just checkups.

Introducing PulseSync—a lightweight, wearable heart monitor designed to help patients and caregivers track heart health in real-time from anywhere.

Whether you're managing risk or supporting a loved one, PulseSync empowers you with smart insights, secure reporting, and medical-grade accuracy.

Learn how it works and how it's transforming remote patient care.



Thanks. The PulseSync Team



# Email 2 - Engagement

**Purpose:** Deepen interest with benefits and features

**Goal:** Build trust and encourage mid-funnel actions like demos

Subject Line: See How PulseSync Supports At-Risk Cardiac Patients

Body:

Hi [First Name],

Managing cardiac health doesn't need to be complex.

# With **PulseSync**, users gain:

Real-time heart rate & rhythm alerts

Weekly health summaries for doctors

A discreet, comfortable fit for everyday use

We've helped hundreds of patients and caregivers stay proactive—safely and affordably.

Ready to see how PulseSync fits into your health routine?

← [Book a Free Demo]

Stay well, Team PulseSync

# Email 3 - Conversion

**Purpose:** Create urgency and prompt action **Goal:** Drive lead conversion through sign-ups

Subject Line: Final Call: Apply for Our PulseSync Pilot Program

#### Body:

Hi [First Name],

We're currently onboarding participants for our **limited-time pilot program**, and we'd love to include you.

- ✓ Early access to our newest wearable tech
- ✓ Dedicated support team
- Exclusive pricing for early adopters
- ★ Deadline to apply: [Insert Date]
  Seats are filling quickly—secure your spot today.

To your heart health, PulseSync Tech