

*Prepared by Sunehra Tazreen*

The image shows a Gmail interface on a desktop. At the top, the Gmail logo is on the left, and the sender's name and email address, "Sunehra Tazreen <sunehratazreen@gmail.com>", are on the right. Below the header, the email subject is "[Test] Stay Ahead of Your Heart—Discover PulseSync Tech" and it shows "1 message". The email body from "PulseSync Tech <tazrees.mcmaster.ca@email.cyberimpact.com>" is dated "30 July 2025 at 19:33". The email content is displayed in a preview window with a light pink background. It starts with a greeting "Hi [First Name],", followed by the text "Your heart deserves more than just checkups." and "Introducing **PulseSync**—a lightweight, wearable heart monitor designed to help patients and caregivers track heart health in real-time from anywhere." It then states, "Whether you're managing risk or supporting a loved one, PulseSync empowers you with smart insights, secure reporting, and medical-grade accuracy." There is a link "Learn how it works and how it's transforming remote patient care." and a "[Learn More]" button. The email ends with "Thanks, The PulseSync Team" and a small image of a doctor. Below the email preview, the "Email sent to: olivia.miller@example.org" is shown, followed by the sender's details: "PulseSync Tech 1960 | Hamilton, Ontario | L8S 4N5 | Canada | 289-489-1923 | tazrees@mcmaster.ca". At the bottom of the preview, there are links for "Anti-spam policy", "Report an abuse", and "Unsubscribe". The footer of the email preview features the "cyberimpact" logo.

## 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.

 [Learn More]

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

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### **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.

 [Apply Now]

To your heart health,  
PulseSync Tech