



# Email & SMS Component Template

Lifecycle-design modules for Klaviyo flows, retention emails and SMS moments — a modular kit you assemble into any campaign, mobile-first.

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**How to use it** — Build each module once as a reusable block, then compose flows by stacking them. Design mobile-first at **600px**, write for the preview text, and test in dark mode before you send. Every message should earn the next open.

## 01 · Email module library stack to build any email

|                    |                                       |
|--------------------|---------------------------------------|
| Header / nav       | Logo, 1–3 links, optional promo bar   |
| Hero               | One message, one CTA, above the fold  |
| Single product     | Image, name, price, benefit, buy      |
| Product grid       | 2–3 across; collections & cross-sell  |
| Editorial / story  | Brand narrative, education, launches  |
| Social proof / UGC | Reviews, ratings, customer photos     |
| Value props        | 3 icons: shipping, returns, guarantee |
| Cross-sell         | "Goes with" / "Complete the look"     |
| Footer             | Links, social, address, unsubscribe   |

## 02 · Lifecycle flows trigger → timing → goal

| FLOW            | TRIGGER         | TIMING         | GOAL                     |
|-----------------|-----------------|----------------|--------------------------|
| Welcome         | Signup          | 0 · +2d · +4d  | Intro & first order      |
| Browse abandon  | Viewed, no cart | 1–4h           | Nudge back               |
| Cart / checkout | Added, no buy   | 1h · 24h · 48h | Recover sale             |
| Post-purchase   | Order placed    | 0 · +5d · +14d | Confirm, educate, review |
| Winback         | Lapsed          | 30 · 60 · 90d  | Reactivate               |
| Replenish       | Consumable      | ~product cycle | Reorder                  |

## 03 · SMS moments & rules earn the interruption

### Best for time-sensitive moments

- ☐ Product drops, back-in-stock, price drops
- ☐ Order & shipping updates, delivery windows
- ☐ VIP early access, flash offers with a deadline
- ☐ Cart recovery as a second, faster channel

### Rules of the channel

- ☐ Get **explicit consent**; SMS is opt-in only
- ☐ Lead with brand name + the value in the first line
- ☐ One clear CTA link; keep under **160 chars**
- ☐ Send within daytime hours in the recipient's timezone
- ☐ Always include **STOP** / opt-out
- ☐ Never overlap the same message with email

## 04 · Design & build specs renders everywhere

- ☐ **600px** width, single column, mobile-first
- ☐ Tap targets ≥ 44px; generous spacing between links
- ☐ Real **live text** over text-in-images (deliverability + a11y)
- ☐ Alt text on every image; message survives images-off
- ☐ Dark-mode-safe colours & transparent-friendly logos
- ☐ Bulletproof buttons (HTML/CSS, not image buttons)
- ☐ Preview / preheader text written intentionally
- ☐ Plain-text version for every send

## 05 · Measure per message & per flow

- ☐ Open rate & click-through (CTR)
- ☐ Conversion & **revenue per recipient**
- ☐ Unsubscribe & spam-complaint rate
- ☐ Deliverability / inbox placement
- ☐ Flow-level revenue vs. one-off campaigns