SNIPPETS

SIMPLY SOPHISTICATED

CREATIVE BUILDING BLOCKS TO MAKE
MARKETERS & GROWTH HACKERS HAPPY.

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THE LOW-DOWN

What are SNIPPETS?

SNIPPETS are reusable mini html blocks of creativeness which allow you to quickly build beautiful responsive emails, landing pages and brand templates with no html experience.

Why create SNIPPETS?

SNIPPETS were created from years of experience in coding, design and delivery of responsive html digital campaigns. We wanted to give everyone the freedom to express their ideas and creativity through beautiful designs without the technical knowledge of html.

How do SNIPPETS work?

SNIPPETS are organized into categories to quickly allow the creatives, growth hackers and common folk structure responsive emails by simply dragging and dropping the snippet from a canvas into the editor. Simple sophisticated building blocks of awesomeness!

Can you customize SNIPPETS?

SNIPPETS are little design frameworks of goodness to guide your visualization of what could be! Yes, you can change fonts, colors, images, and text on an easy to use palette, with, all the functionality you need as a novice or html expert.
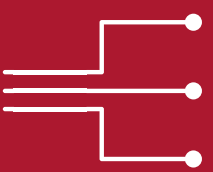
How many SNIPPETS?

SNIPPETS- 500 and counting beautiful snippets provided by the 366 Degrees Design Studios. Our own Creatives and Growth Hackers are working diligently to ensure there is always enough blocks for you to build the next best responsive digital campaign.

Are SNIPPETS browser ready?

SNIPPETS have been thoroughly vetted by our design team before they hit your canvas. We use leading html and responsive email testing tools such as Email on Acid and Litmus, to validate browser compatibility. If you're the brand ambassador or from the show me state, you can test all final emails landing pages and templates on your own with leading testing tools in the 366 Degrees Marketplace.

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CANVAS CATEGORIES

Organizing the Creative Process:

SNIPPETS CANVAS is your starting point for creativity. The CANVAS is organized into 21 categories making it easy to construct your designs, ideas and guarantee simply sophisticated responsive communications every day. The CANVAS is available in areas where you create Emails, Landing Pages and Templates for your Brand.

Taxonomy for results:

SNIPPETS CANVAS is specifically organized to speed up the process of creating, designing and launching responsive digital campaigns. We found the most challenging area for our clients was the organization of marketing assets to build effective designs SNIPPETS CANVAS allows anyone and everyone to deliver professional designs with no responsive html knowledge.

SNIPPETS Category Structure:

SNIPPETS CANVAS BREAK-DOWN
All SNIPPETS
Default SNIPPETS
Title
Title, SubTitle
Info, Title, SubTitle
Heading, Paragraph
Paragraph
Paragraph, Images + Caption
Heading, Paragraph, Images + Caption
Images + Caption
Images + Long Caption
Images
Single Image
Call to Action (CTA)
List
Quotes
Profile
Social
Separator
Landing Pages

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PALETTE FUNCTIONALITY
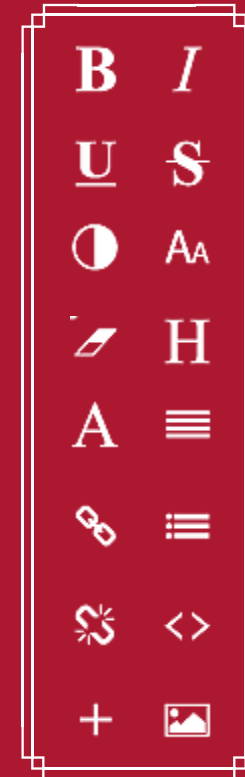
What is the SNIPPETS PALETTE ?

SNIPPETS PALETTE provides the ability to customize existing SNIPPETS to meet your desired design. The palette magically appears anytime you're working on a SNIPPET from the CANVAS category.

Editing Basics SNIPPETS PALETTE:

SNIPPETS PALETTE provides all the familiar edit functions concerning Bold, Underline, Font Familes, Size, Color, Link, Paragraph Formating, List and more. You'll love all the familiarity in these functions and can quickly customize SNIPPETS to create your own design or brand.

Advanced functions SNIPPETS PALETTE:

SNIPPETS PALETTE is not your typical off the shelf editor, in today's world of uber personalization you'll need ability to insert variable fields to personalize your communications. The ✛ function allows you to insert any variable from 366 Degrees or connected CRM fields from Salesforce.com, Nimble CRM and others directly into your design. Insert other 366 marketing assets-like landing pages, banners or downloads diectly into your SNIPPET with the 🖼 function, or write your own html directly in the SNIPPET with the <> function.

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RESPONSIVE DESIGN

by

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