

Building your eblast

BEVNET

Eblast: BevNET Eblast

Details Edit Preview Submit for Approval

Important Details:
Sales Rep: John Craven
Scheduled Date: 03/02/2018
Close Date: 3/27/2018

Please note that changes are not allowed after the close date.

Contact Name Jacqui England	Contact Phone 8172318821
Contact Email jcraven@bevnet.com	Target Date 03/30/2018 Change date / check date availability
Company BevNET	Proof Recipients These emails will receive a test copy of the eblast before it is sent. jcraven@bevnet.com
Company URL http://www.bevnet.com	Separate multiple emails with a comma.

Save Next Step

BEVNET INDUSTRY SPOTLIGHT

Paid Advertisement from



KOMBUCHA, STREAMLINED

A Better Way to 'Bucha

As your kombucha business grows, keeping up with increasing commercial interest can become a challenge. As you work to store, ship and display all that has hit shelf, finding great and shipping crates or with a better option like the one and energy consumption that impact your operating costs.

Reduce the cost, time and space of your kombucha bottles with Amelia Day's Reusable Liquid Tea Drink Carriers. They effectively reduce the need to store and ship liquid—and result in a cleaner, more efficient business process with a beautiful carrier for your profits. With convenient biodegradable carriers at \$1.00, you can offer it as a convenient low-cost take-to-go, it's an efficient and easy way.

For an easier way to brew kombu, just have the flexibility to use.

CONTACT AMELIA DAY TODAY

NOSH INDUSTRY SPOTLIGHT

Paid Advertisement from Replsly



How Can Emerging Brands Land Placement at New Retailers?

Tom First
Co-Founder
Nantucket Nectars

Tom First, co-founder of Nantucket Nectars, has firsthand experience turning an emerging beverage startup into a multi-million dollar success. The key to that success? Working closely with retailers to not only get Nantucket Nectars on the shelf, but to get better placements than other, more established brands.

In this video, Tom breaks down his essential tips for getting into more stores, improving shelf share, and building stronger relationships with retailers. Check it out below!



BREWBOUND INDUSTRY SPOTLIGHT

Paid Advertisement from O-I



THE QUICK, EASY-TO-BUY GLASS YOU NEED, WHEN YOU NEED IT.

You got this brewing beer as a business, to be sure, but also because you have a deep love for the craft. So you don't keep any inventory in your beer or any packaging that could affect its flavor. That's why you want to bottle your beer in pure, iconic glass from O-I.

And now, you can shop O-I glass online at your convenience. With O-I On Demand, you can order in quantities as low as a single bottle. Get with a credit card, and receive your shipment in just three to five days. Plus, glass from O-I, with its premium quality, myriad shapes and size-friendly designs, will help you best convey the true essence of your brand.

Put it all together and there's no reason not to shop our glass today at on-demand.o-i.com.

O-I HONEST. PURE. ICONIC GLASS.

Eblast Basics

- HTML email
- You design the copy
 - We do not design or build your eblast
- Deploys at 11:30 EST on the date you choose
- Best days are Mon-Thurs

BEVNET. INDUSTRY SPOTLIGHT

Paid Advertisement from



KOMBUCHA, STREAMLINED

A Better Way to 'Bucha

As your kombucha business grows, keeping up with increasing commercial demand can become a challenge, as you work to store, steep and dispose of all that tea leaf. And, heating water and steeping onsite or with a co-packer add to the time and energy consumption that impact your operating costs.

Reduce the cost, time and labor of these stumbling blocks, with Amelia Bay's Brewed Liquid Tea Solids Extracts. They effectively eliminate the need to steep leaf all together—and result in a cleaner, more robust finished product with a beautiful brewed tea flavor profile. With concentrated tea solids levels coming in at 60 brix, you can dial in a consistent tea solids level batch-to-batch, in one efficient and easy step.

For an easier way to kombucha, just leave the brewing to us.

[CONTACT AMELIA BAY TODAY](#)

Best Practices

- Subject Line
 - Arguably more important than the body of the email
 - Use the subject line to clear describe the content without using promotional language
 - 12 words or fewer
- Email Body
 - Shorter is better
 - Keep it to the equivalent of 1 page or shorter
 - Have a clear “call-to-action”
 - button or clearly linked text

BEVNET. INDUSTRY SPOTLIGHT

Paid Advertisement from



KOMBUCHA, STREAMLINED

A Better Way to 'Bucha

As your kombucha business grows, keeping up with increasing commercial demand can become a challenge, as you work to store, steep and dispose of all that tea leaf. And, heating water and steeping onsite or with a co-packer add to the time and energy consumption that impact your operating costs.

Reduce the cost, time and labor of these stumbling blocks, with Amelia Bay's Brewed Liquid Tea Solids Extracts. They effectively eliminate the need to steep leaf all together—and result in a cleaner, more robust finished product with a beautiful brewed tea flavor profile. With concentrated tea solids levels coming in at 60 brix, you can dial in a consistent tea solids level batch-to-batch, in one efficient and easy step.

For an easier way to kombucha, just leave the brewing to us.

[CONTACT AMELIA BAY TODAY](#)

Your Portal

1. Within 24 hours of booking your eblast you should receive an email from BevNET
 - a. Save this email
 - b. If you did not get this email contact us at adops@bevnet.com
2. Email has the link to **your portal** on BevNET
3. You build and preview your email in the portal

BEVNET

Eblast: BevNET Eblast

Details Edit Preview Submit for Approval

Important Details:
Sales Rep: John Craven
Scheduled Date: 3/30/2018
Close Date: 3/27/2018

Please note that changes are not allowed after the close date.

Contact Name Jacqui Brugliera	Contact Phone 6172318821
Contact Email jcraven@bevnet.com	Target Date 03/30/2018 Change date / check date availability
Company BevNET	Proof Recipients These emails will receive a test copy of the e-blast before it is sent. jcraven@bevnet.com
Company Uri http://www.bevnet.com	Separate multiple emails with a comma.

Save Next Step

Details

1. The Details step will be pre-populated with data.
 - a. You can edit this data
2. Contact info is simply the person building the blast
3. Proof recipients are the people you want to have review your draft when we send you a test
4. Double check the information in all fields is correct

BEVNET.

Eblast: BevNET Eblast

Details Edit Preview Submit for Approval

Important Details:
Sales Rep: John Craven
Scheduled Date: 3/30/2018
Close Date: 3/27/2018

Please note that changes are not allowed after the close date.

Contact Name Jacqui Brugliera	Contact Phone 6172318821
Contact Email jcraven@bevnet.com	Target Date 03/30/2018 Change date / check date availability
Company BevNET	Proof Recipients These emails will receive a test copy of the e-blast before it is sent. jcraven@bevnet.com
Company Uri http://www.bevnet.com	Separate multiple emails with a comma.

Save Next Step

Target Date

1. Your Target Send date is not set in stone
 - a. The date you see in the portal may have been pre-assigned
 - b. Double check this is the date you want
 - c. **You can view our calendar and adjust the send date**
2. Consider carefully; the deadline for finishing your draft is 5 business days ahead of your send date

The screenshot displays the BEVNET interface for managing an eblast. At the top, the title is "Eblast: BevNET Eblast". Below the title is a progress bar with four steps: Details, Edit, Preview, and Submit for Approval. The "Details" step is currently active. The form contains the following information:

Important Details:
Sales Rep: John Craven
Scheduled Date: 3/30/2018
Close Date: 3/27/2018

Please note that changes are not allowed after the close date.

Contact Name: Jacquil Brugliera
Contact Phone: 6172318621
Contact Email: jcraven@bevnet.com
Company: BevNET
Company Url: http://www.bevnet.com

A callout box highlights the "Target Date" as 03/30/2018, with a link to "Change date / check date availability".

Buttons for "Save" and "Next Step" are visible at the bottom of the form.

Step 2: Edit Options

1. Simple Template

- Select the “Use Simple Format”
- Least popular option due to simplicity

2. Paste in your code

- You design your blast elsewhere, you can simply click the “Use HTML Editor” button and paste in your HTML code

3. Design your own

- Simply design your eblast using our visual editing tools
- SAVE IT**

The screenshot shows the 'Edit' step of the eblast creation process. At the top, a progress bar indicates the steps: Details, Edit (current), Preview, and Submit for Approval. The main content area is titled 'Eblast: Your Test Eblast' and contains the following sections:

- Create and Edit Your Eblast:** A note stating that all content is subject to final approval by BeVNET.
- Don't want to format or code your own e-blast? Use our simple format:** A button labeled 'Use Simple Format'.
- Message Subject:** A text input field with a character count of 66 remaining.
- Message Body:** A large text area with a rich text editor toolbar. A button labeled 'Use HTML Editor' is located above the text area.
- Best Practices:** A list of guidelines for creating eblasts, including instructions on image usage, text alignment, and link formatting.
- Disable BeVNET's Click Tracking:** A checkbox option for users to opt out of tracking.

At the bottom of the editor, there are two red buttons: 'Save' and 'Next Step'.

Step 3: Preview

1. You've Created your Eblast
 - a. Save it
2. Now move to Preview to see your design between our header and footer
3. Check links
4. Click the “Next Step” button to proceed

BEVNET.

Eblast: Your Test Eblast

Details Edit Preview Submit for Approval

Message Subject:
Test

Message Body:

BEVNET. INDUSTRY SPOTLIGHT

Paid Advertisement from



KOMBUCHA, STREAMLINED

A Better Way to 'Bucha

As your kombucha business grows, keeping up with increasing commercial demand can become a challenge, as you work to store, steep and dispose of all that tea leaf. And, heating water and steeping onsite or with a co-packer add to the time and energy consumption that impact your operating costs.

Reduce the cost, time and labor of these stumbling blocks, with Amelia Bay's Brewed Liquid Tea Solids Extracts. They effectively eliminate the need to steep leaf all together—and result in a cleaner, more robust finished product with a beautiful brewed tea flavor profile. With concentrated tea solids levels coming in at 60 brix, you can dial in a consistent tea solids level batch-to-batch, in one efficient and easy step.

For an easier way to kombucha, just leave the brewing to us.

CONTACT AMELIA BAY TODAY

[Unsubscribe](#) | [Update Profile](#) | [Forward to a Friend](#)

Next Step

Step 4: Submit

- Preview looked good
- Submit it to us for review by clicking “Submit”

BEVNET.

Eblast: Your Test Eblast

Details Edit Preview **Submit for Approval**

Submit for Review and Approval
Use this form to submit to BevNET for review and approval. Please include any notes or comments you may have regarding this advertisement. Once submitted, our team will work to format your materials and send a test within several days.

Approval Process Overview:

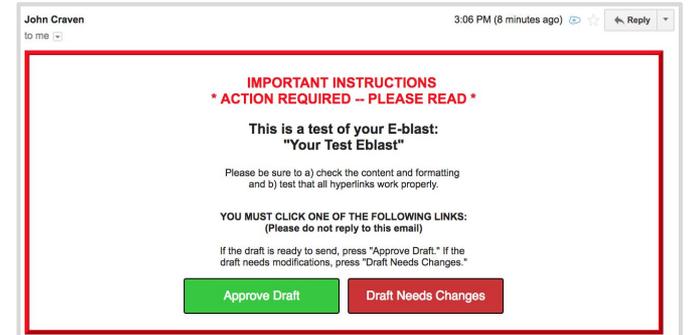
- We receive your files, subject line, and desired send date.
- We'll confirm the desired send date is available, or request an alternative.
- We use your files to format your e-blast within our template. This can take several days.
- We send a draft of your e-blast within our template to the specified "proof recipients".
- Your team receives, reviews, and approves the test e-blast.
- Once finalized and approved, we'll set it to run on your the agreed upon send date.

Notes/Comments to BevNET:

Submit

Review Process

1. We review your eblast subject line and layout
 - a. We often will suggest improvements in which case we will email you with our suggestions or requirements
 - b. This can take several days.



Test Send

1. We send a draft of your e-blast within our template to the specified “proof recipients”.
 - a. Your team receives, reviews, and approves the test e-blast.
 - b. CHECK THAT LINKS WORK
2. If good, click “Approve Draft”
3. If it needs work, click Draft Needs Changes
4. Once finalized and approved, we’ll set it to run on your the agreed upon send date.

John Craven
to me

3:06 PM (8 minutes ago) Reply

IMPORTANT INSTRUCTIONS
*** ACTION REQUIRED -- PLEASE READ ***

This is a test of your E-blast:
"Your Test Eblast"

Please be sure to a) check the content and formatting and b) test that all hyperlinks work properly.

YOU MUST CLICK ONE OF THE FOLLOWING LINKS:
(Please do not reply to this email)

If the draft is ready to send, press "Approve Draft." If the draft needs modifications, press "Draft Needs Changes."

Approve Draft Draft Needs Changes

BEVNET. INDUSTRY SPOTLIGHT

Paid Advertisement from


Amelia Bay
better tea is brewing



Done!

Once finalized and approved, the eblast will run on the date you selected at 11:30am EST.