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Building an e-mail campaign block by block: header, text, image, button, divider and footer

E-mail

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RLX-MZ-KB-2428

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Interweb Mozambique
RLX Holdings, S.A. · Group RLX Holdings
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https://www.meu.interweb.co.mz/knowledgebase/2428

Building an e-mail campaign block by block: header, text, image, button, divider and footer

E-mail Created on **November 13, 2026** 2 min read



The short answer: in the E-mail Marketing editor a campaign is made of **six kinds of block**: header, text, image, button, divider and footer. You put them in the order you want, you can ask the AI for some text, and before sending to everyone you **send a test to yourself**. No HTML needed.

The six blocks

Block	What it is for	Watch out
Header	Your logo or company name at the top.	Keep it small: on a phone, people want to see the message straight away.
Text	The message: what is new and why it matters.	Short sentences. The first paragraph carries the point.
Image	A photo of the product, the dish, the event.	Never the whole message in one image: many people read with images turned off.
Button	The action you want: view, buy, book, sign up.	One main button, with a verb, going to the right page.
Divider	A line between parts.	It gives the eye a rest. It is not filler.
Footer	Who is sending, why the person gets it and the unsubscribe link.	Never hidden, never removed.

An order that works

1. **Header** with your logo.

2 **Text** with a greeting and the news in two or three sentences. There is always **text before the images**.

3 **Image** that shows what the text said.

4 **Button** with the main action, for example «See what is new».

5 **Divider** and **footer**, with a line such as «You are receiving this because you joined our list» and the unsubscribe link.

One goal per campaign

The usual mistake is trying to say everything at once: three offers, two news items and five buttons. The reader picks none of them. Choose **one thing** you want the person to do and build the blocks around it. The rest can wait for the next campaign.

Write to one person, by name.
A greeting with the reader's name reads like a conversation, not a leaflet.

Before sending to everyone, send the test to yourself and open it on your phone.
That is where a button that does not fit or a heavy image shows up. See **what to check in the test**. If you want to know what happens behind the design, read **the HTML e-mail that displays everywhere**.

RECOMMENDED
Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.
Talk to us →

SEE ALSO

- **Letting the AI propose an e-mail campaign: subject and blocks from a short description**
- **Sending a test of your e-mail campaign to yourself: what to check on phone and computer**
- **The subject line of a campaign e-mail: short, honest and saying what is inside**

Building an HTML e-mail that displays everywhere: width, images and dark mode

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