Marketo Event Email Template Options
Included in all emails

- Event title
- Event date/time (purple circle format optional)
- Event description
- Accessibility information (note that typically use standard, pre-approved language for this section)
- Footer with unsubscribe information
- Sender
- Subject line (note that "TEST" will never be visible on emails to invitees)
- Preheader
Optional elements

- Header image
- Event subtitle/deck
- Personalization in subject line and/or body of email (e.g. "[First name], please join us for X event")
- CTA button (e.g. "Register Now")
- Speaker or featured guest information (with or without a headshot and/or signature image)
- Location information and/or map (not pictured)
Recommended word and character counts

• Event title: up to 40 characters, 5 words
• Event subtitle/deck: up to 60 characters, 10 words
• Event description: up to 1,000 characters, 150 words
• Speaker or featured guest information: up to 350 characters, 50 words
• Subject line: up to 40 characters
• Preheader: 30 – 80 characters