hey tomo

PRODUCT GUIDE · 5 STEPS

Email: designed emails, sent at the right time

From a ready template to the inbox



Introduction

Email is where people read the longer things: a booking confirmation, a new menu, a festive offer, a thank-you with a review link. Done well, it looks like your brand and lands when people are awake to read it.

Hey Tomo gives you ready designs, an easy builder and one place to send, with the safety rules already switched on.

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STEP
01
Get ready once



Open **Channels > Email**. A short **Get ready** checklist walks you through the three things you set up once:

1. **Your sending address**
   So emails come from your business name and land in the inbox, not in spam.
2. **A test contact**
   You. Every email can come to you first.
3. **Your brand kit**
   Your logo and colours. Every template follows them.

STEP
02
Pick a template



Ready templates are grouped by goal: bookings and reminders, back in stock, birthdays, reviews, launches, festive offers and more. Your own saved emails show first.

Pick one to see it large. Switch the preview between computer and phone, and between light and dark, to see what customers will see.

STEP
03
Make it yours



Open it in the builder. Change the words, the pictures and the buttons. Add or remove sections. Colours follow your brand kit, so it always looks like you.

Tip

One email, one job. A clear subject line and one main button get more clicks than five offers at once.

STEP
04
Send it right



Sending is four short steps:

1. **Who**
   A segment or a list of customers.
2. **When**
   Now, or a day and time you choose. Quiet hours are kept, so nobody gets an offer at night.
3. **Check**
   The email checks itself for missing links and pictures, and you can send a test to yourself.
4. **Send**
   That is it.

STEP

05 Safe by default



Consent is checked again for every person at the moment the email goes. Offers never go to anyone under 18. Every marketing email has a one-tap unsubscribe, and a request to stop is honoured straight away.

After you send

See opens and clicks for each email, and the email health card tells you if anything needs your attention.

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Put it to work

Open Channels > Email, finish the Get ready checklist, and send your first template to yourself as a test.

Hey Tomo helps Indian small businesses bring customers back on WhatsApp, SMS, email, push and in-app, with AI employees that answer from your own knowledge. Let Tomo do it for you, or build it yourself.

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