

# 5 Steps to Newsletter Success

Newsletters build relationships, increase retention and strengthen customer loyalty.

## 1. The From Label – *a place for you to let your audience know who you are*

The from label is your way of saying hello to your audience (“Hi Jane, this is X”). You want it to be the most recognizable part of your business. Strong from labels are typically your company name, your most famous product or your first and last name, depending on what your company does and how it is structured. After you pick a from label make sure to keep it consistent, changing your from label after you have built trust within your group would be the fastest way to be ignored or worse have people unsubscribe.

## 2. The Subject Line – *the reason your audience opens your email*

Subject lines are the equivalent of a newsletter headline, they need to be eye catching and build interest. But when you are coming up with your subject line never forget the basics:

- Stick to 40-50 characters
- Don't repeat your from label
- Don't use all caps and avoid overusing punctuation

## 3. The Content – *why people keep coming back for more*

The content you include in each of your newsletters is what can help you build a strong relationship with your audience. It is best to try and connect with each person, personalizing your messages with fields like first name, last name or company name are great ways to start. Another way to make that connection is by sharing your knowledge or fun fact each month, making each tidbit relevant is the best way to go. great ways to start. Another way to make that connection is by sharing your knowledge or fun fact each month, making each tidbit relevant is the best way to go.

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Newsletters are not a place to sell sell sell. Newsletters are a way for you to keep the lines of communication open so that when a customer is ready to purchase they think of you first. Now that is does not mean you cannot include any promotions or offers in your newsletters, customers have said they are okay with sales messages if they believe the overall message of the newsletter has value. Value, however, isn't length. Remember this is an email newsletter and you should keep your messages to a reasonable length and always assist with scanning.

## Easy E-newsletter Content Topics:

- A Message from the Expert- A short paragraph from you to your audience or an introduction that drives recipients to your blog for a feature length article.
- Customer Testimonial- A simple quote from a happy customer about how you helped them, a measurable result achieved, or link to a video testimonial that you host on YouTube.
- An Offer - Do you have a white paper, discount, or promotion currently running to announce?
- Event Schedule- Link to the event page on your website or directly to an industry event you plan to attend.
- Quick Fact- What's the post popular selling product last month? What do your customers view as the greatest challenge for them next year?

### Ways to Assist for Scanning

- **Limit to 3-5 topics/articles**
- **Include links to additional information or redirect to your blog or website**
- **Bold headlines and key words**
- **Whitespace is a good thing**
- **Add in columns for newsletters with multiple messages**

## 4. Images – a great place to engage and entertain your audience

All types of audiences receive messages in different ways. Some people will really enjoy reading your newsletters and other people will only look at the images. By not including images you are missing an opportunity to engage a portion of your audience. Images can be the part of your newsletter that give you the most trouble because of blocked images and how long they can take to download but don't forget they are worth the extra effort. To avoid problems we suggest you; (1) never make your newsletter one big image, have a healthy balance of text and images (2) use alt text and (3) edit the image size so it is web friendly and fits in the space you have dedicated to it in your newsletter.

## 5. Call to Action – the words you use to tell people what to do next

Think about your call to action before you start writing your newsletter. What do you ultimately want to achieve by sending out this newsletter? By answering this question you will have a clear picture of what you would like people to do next and many times where you are going to send them. Make sure to be clear and concise and find a way to differentiate the call to action from the rest of your messages.

### Example Calls to Action

- Learn more by clicking here
- Download this whitepaper today
- Click here to purchase your...
- Click here to read more
- Sale ends soon click here get 10% off