

TOP 10 TIPS for Creating an Email Newsletter

10

Keep it focused

Don't overwhelm your readers by including as much company information and links as possible. Instead, pick a theme for each newsletter and relate all of your content to the theme.

9

Consider timing

It's important to find the best time and day of the week to send your newsletters. Numerous studies on this topic agree that emails usually perform poorly when sent over the weekend and that you should avoid sending in the early morning and after work hours as well.

8

Test before you send

Make sure your email looks and works like you intended it to by testing your emails on the major email clients (i.e. Gmail, Hotmail, Yahoo, Outlook) and mobile devices (i.e. iPhone, Android, iPad).

7

Let them tell you what they want to read

If you're running out of content ideas, consider sending your readers a survey asking them what content they would like to see in your newsletters. Take note of any questions your customers ask and refer to them when you compile your next newsletter.

6

Be consistent

It's ok to revamp your newsletter template's design every now and then, but you don't want to use a different template each month. The same goes for your send date/time. You want your readers to recognize your newsletter and anticipate its arrival.

5

Make it organized and scannable

Make sure your readers can easily skim through your newsletter by breaking your content into a few readable sections, adding headlines and titles, using bullets when possible and keeping your copy to about 3 lines per section or paragraph.

4

Include exclusive or 'breaking news' information

Including newly-released information will add value to your newsletters as well. Examples of current content include recent studies/reports, new developments in your industry and seasonal tips.

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Resist the urge to sell

When recipients see an email that's packed with sales messages, they often delete it immediately and might even unsubscribe from future emails. Provide value to your readers and they will respond by providing value to your bottom line.

2

Offer useful and beneficial information

Your newsletter should include content your readers can use to their benefit. Try including one section of every newsletter that features a numbered list of useful tips. Your readers are more likely to continually read your newsletters if they benefit from the content you provide.

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Provide relevant content

This may seem like a no-brainer, but you should only provide content that is relevant to your industry. For example, if you are in construction, don't send your favorite recipe, Send building tips, info on estimating costs, etc. Ultimately, you want your readers to see you as a leader within your industry.