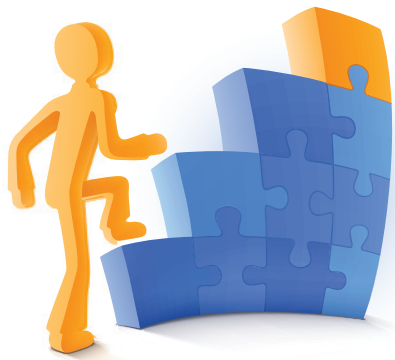




5 STEPS to Newsletter SUCCESS



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Newsletters build relationships, increase retention and strengthen customer loyalty. Follow these 5 tips and you'll be on the right path to creating a successful newsletter.

1 The From Label – 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 CEO’s first and last name** (depending on what your company does and how it’s structured). After you pick a From Label make sure to keep it consistent. Changing your From Label after you’ve built trust within your group is the fastest way to be ignored, or worse, have people unsubscribe.

From
The Container Store
TurboTax Online
TransUnion
SELF Get-Fit Move of the Week
JetBlue Getaways
Anthropologie
Williams-Sonoma
Groupon

Keep your From Name consistent so that your recipients recognize you as the sender.

Subject
Cheers to 12 Years on FORTUNE's List!
Enclosed: User ID and Fastest Refund!
TransUnion tip for Laura
Blast 100 Calories in 10 Minutes
We've enhanced JetBlue Getaways – Take

Improve your open rate with a great subject line.

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. When you're writing your subject line remember the basics:

- Stick to 40-50 characters
- No need to repeat your From Label
- Don't use all caps
- Avoid overusing punctuation

3 The Content – why people come back for more

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

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 doesn't mean you can't include promotions or offers in your newsletters - customers are okay with sales messages if they believe the overall message of the newsletter provides 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 Newsletter Content Ideas:

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 that was 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?

Event Schedule

Link to the event page on your website, company Facebook profile, or directly to an industry event you plan to attend.

Quick Fact

What was the most popular selling product last month? What do your customers view as the greatest challenge for them next year?



Ways to Assist for Scanning

1. Limit to 3-5 topics/articles
2. Include links to additional information like your blog or website
3. Bold headlines and key words
4. Whitespace is a good thing
5. Add in columns for newsletters with multiple messages
6. Include bullets
7. Use lists

4 Images – engage and entertain your audience

All types of audiences receive messages in different ways. Some people really enjoy reading your newsletters and other people will only look at the images. So 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 remember they are worth the extra effort. To avoid problems we suggest the following:

- Never make your newsletter a single image
- Have a healthy balance of text and images
- Use alt text
- Edit the image size so it is web friendly and fits in the space you have dedicated to it in your newsletter.

Example Calls to Action



These 5 tips will get you well on your way to a successful newsletter. To learn more, visit help.verticalresponse.com and check out our [Email Checklist](#).



80/20 Rule: You don't want your images to do all the talking, so use the 80/20 rule as a good guideline - 80% text and 20% images.

5 Call to Action – 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 where to link to. Make sure to be clear and concise and find a way to differentiate the call to action from the rest of your message. Your readers will be even more likely to click through if you include a [call to action button](#) in your newsletter.