



**Newsletters are a great way to get your brand heard and to engage with your audience and keep them informed about your business on a regular basis.**

**When they're personal, targeted and consistent, they can work wonders and generate consistent website traffic. However, newsletters only perform if they are well designed and perfectly executed.**

**The first thing to decide is what you are looking to communicate in your newsletter; it could be to promote your own blog content, to notify subscribers of new products, or to establish yourself as a go-to expert in your industry that can answer any question and - importantly - be trusted to deliver at the highest standard.**

**Our template isn't only aimed at businesses wanting to explore newsletters for the first time; it's always a good idea to review any existing mailers you send out and ask yourself whether what you're sending is something you would read yourself.**

## **1. Be focused**

The first step in creating a strong newsletter is to ensure you have a strategy in place and are focused on exactly what you'll be delivering, and why.

It's too easy to get carried away and assume you know your readers' needs. Instead, survey them, and test mailer styles and content to gauge your audience's appetite for more.

Be rigorous with your structure too. Does it make sense to have your product updates in the same newsletter as your top tweets of the week?

Once you decide on your focus, stick to it so your readers know what to expect every time.

## **2. Keep it simple**

How often do you hear people say 'I spent an hour reading my emails and really enjoyed them? Unfortunately, we're all busy and the majority of us skim through our emails and only stop when it's something important or something really interesting.

Further, the really interesting content needs to be delivered fast - to please our need for quick, digestible communication. After all, readers want to click through to a blog and spend time there, rather than in their inboxes.

The simplicity of a newsletter is key to its readability.



### 3. Share other people's content

While you may think your readers only want to read the content you produce (and you may sometimes be right), more often than not they'll appreciate you sharing work from industry experts and leaders who can add value.

Try including quotes, tweets or links to content from your business partners or favourite brands.

### Summary

The purpose of a good newsletter is to generate new leads and to grow an engaged mailing list. To achieve this, it needs to be:

- **Relevant** – relating directly to the reader's industry, interests and topics they care about.
- **Interesting** – entertaining, educating or delighting the reader while being delivered in a user-friendly format.
- **Valuable** – teaching the reader or providing them with something they find useful, and something they can look forward to if you repeat your newsletter on a regular basis.

Email newsletters are a fundamental part of your email and overall marketing strategy, so it pays to perfect and research. Try subscribing to a handful of your favourite brands and pick out elements you like the most. Each newsletter is different, but to help you find yours, we've included a template below to help you remain focused and start delivering a mailer in a consistent format.



# YOUR SMALL BUSINESS NEWSLETTER TEMPLATE



## Small business newsletter [Template]

<b>Subject line</b> (remember to make it catchy!)
<b>Date for Distribution</b> (this should be consistent, e.g. every 5th, 10th or first Monday of every month)
<b>Distribution List</b> (if you have a CRM and can track who you send mailers to, this will help you track newsletter performance)
<b>Header Image (JPEG)</b> (optional, these can be designed, or be a photo, or be your logo)
<b>Subject of Email</b> (is this a one off topic or aligned to a campaign?)
<b>Introductory Paragraph</b> (this is your welcome message, keep it personal and avoid jargon)
<b>Share industry updates</b> (optional, what might your readers need to know? Or what might they be interested in reading?)
<b>Share your own content</b> (the purpose of the newsletter is to promote yourself after all...)
<b>Share lifestyle tips</b> (optional, if the other content is a bit 'heavy' such as latest tax advice, you could balance it out with an article on the latest DIY trends... or it could even be a listicle of kitten gifs!)
<b>Call to Action</b> (optional, do you want to make yourself available to help answer any questions your readers may have?)