

# **Email Newsletter Guide**

**+ How to Avoid the Unread Pile**

# newsletter

[nyooz-let-er]

*noun*

1. a periodical email publication sent to subscribers that presents news and information to people with a specific interest in the organization or subject.

themes and topics vary, which include anything from your most interesting content, updates, promotions, offers and new blog posts.

2. something that should feel more like an update from an interesting, helpful friend than a pushy salesperson.

3. what Sparx Publishing Group is pretty good at doing.

## “Let’s create an email newsletter!”

This will sound familiar to many marketers. You’re sitting in a meeting, trying to figure out the best way to engage your leads and customers, and suddenly someone decides that creating an email newsletter will be a one-stop-shop solution for your marketing efforts.

Newsletters are a great way to maintain and engage with your audience since they are **personal, targeted, and consistent**. They keep people informed about what’s going on in your business and create regular opportunities to turn readers into customers.

But there are a number of factors to consider before a newsletter ever reaches a reader. Let’s break it down for you,

## So why make a newsletter?

### What’s the purpose?

- Newsletters reinforce that your company is a valuable source of information.
- Newsletters help you connect with customers and leads, resulting in an increase in sales and conversions.
- Newsletters can increase website traffic, social media following and brand awareness.



# How to Create an Engaging Newsletter

That won't end up in the unread pile

Remember, your newsletter is only as strong as your content is compelling. When determining what content to use and how to present it, it's important to keep a number of questions in mind:

- ➔ What will readers be most interested in?
- ➔ What do I want to tell readers through the newsletter?
- ➔ How can I get readers to engage with the newsletter content?

- Provide **relevant** and **valuable** content, to give people a reason to opt in.
- Make the newsletter **user-friendly**, and consider responsive design. Most email opens occur on mobile devices over desktops, so all newsletters should be formatted to look great on both views.
- Use **snappy subject lines** to spark interest and entice subscribers to open each newsletter.
- Include a **Call to Action (CTA)** they can't help but click. If your newsletter content builds enough interest, the CTA button will be waiting at the right place to encourage a higher click-through rate (CTR), and create potential leads and conversions.
- Include basic **contact information** like your company's website, email address, and phone number.
- Add **visuals** like photos, videos, or illustrations to enhance your content. (Don't forget to include alt text for accessibility.)
- Don't be afraid of **white space**. Leave enough breathing room between the text and visual elements.
- **Time** your newsletter deployment for when your subscribers are most likely to open and read your email.

# How to Measure + Optimize Your Newsletter



All the hard work in preparing your newsletter is done, and it's been sent off to your list of subscribers for consumption.

**So what's next?** Analyzing the results of your email newsletter and measuring your Key Performance Indicators (KPIs). This is an important step to optimizing your newsletters in the future.

## But where do you start?

Here are a few tried-and-true email metrics to look at.

## Open Rate



This number indicates the percentage of people who open your email newsletter and read it, as opposed to deleting the message or leaving it in the depths of their inbox's unread pile.

## Click-Throughs



Tracking the number of clicks you get on newsletters over time is a good way to judge if your newsletter is useful to subscribers. Furthermore, because newsletters have different elements people can click on, you should also look at which links get the most clicks.

## Conversions



You want people to do something after they open your newsletter and click on links. Do they go beyond the homepage of your website? Sign up for an event you promoted? Or maybe just click on a CTA in a blog post?

Regardless, these actions should be tracked to determine what works, what doesn't, and what people are most interested in as a result of newsletter consumption.

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## List Growth



Over time, you want more and more new subscribers who opt in to your newsletter and look forward to reading it in their inboxes. More people in your contact list means more people will click on your emails, consume newsletter content, and convert based on the content.

## Overall ROI



If the objective is to use email newsletters to grow your business and gain more leads and exposure, you should be able to tie in all the efforts to your end goal. Some of the things to identify are visitors, leads and customers that your newsletter content generates, and how much revenue is gained as a result.



# So how can Sparx help with a newsletter, exactly?

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You have a lot of information that you want to share with potential and existing customers on a regular basis. But, your company is already busy doing what it does best. Do you really have the time to become a marketing whiz, too?

That's where Sparx comes in.

We are the experts at honing and amplifying marketing messages. We can help spark interest in your content by building a compelling email newsletter for your company and monitoring its results.

Sparx transforms great ideas into compelling content, and exceptional content is our company's passion, product, and promise.

**Let's Get In Touch**

SparxPG.com | @SparxPG

