KEYS TO CREATING A GREAT EMAIL NEWSLETTER

STEP 1
CREATE A LIST

STEP 2
SELECT AN EMAIL NEWSLETTER TOOL

STEP 3
SHARE GREAT CONTENT

STEP 4
INCLUDE A CTA

STEP 5
MEASURE RESULTS

Your email list can include current and past customers, leads, individuals who have downloaded content from your website as well as those who signed up for your newsletter via your website.

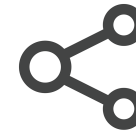Choose a tool that will help you build your newsletter, track subscribers and unsubscribers as well as measure results.

Your newsletter should contain great content that will appeal to your audience. Include both internal and third party content within the newsletter.
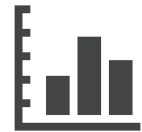
Your newsletter should also include a call-to-action. This could be links to social media or a link to download a white paper or even register for a webinar or upcoming event.

Keep track of your newsletter results. Be aware of what is working and what needs improvement. If you notice that aspects aren't performing well, change them.

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