
Digital media platforms: Newsletters

How to use Newsletters easily, effectively and to boost your company's presence. Anyone can do it, use the digital age to your company's benefit.



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What is A Newsletter?

Its a tool to share relevant and valuable information to their network of customers, prospect and subscribers. Keeping them up-to-date and always pushing out valuable content to boost your sales.



What are the benefits?



Keeping customers

Keeping networking partners

Earning credibility

Maintaining visibility

Announcing events

Promoting your product and services

Driving traffic to your site

Having sales conversations

Maintaining and creating a base of raving fans

Making your Newsletter effective

To save you time having to research or read a huge paragraph that we have made that will simply bore you, please see below on how to make effective Newsletters, t This is something you will need to sit down and do, and is not a 5 minute job.

We want you to feel comfortable with doing this by yourself, of course, we are always here to help if you need it. This is why we have got the ball rolling on giving your articles to read, we want to show you how easy it can be! (and exciting)

You may find yourself only referring to one article each, and that's okay!

<https://www.forbes.com/sites/forbescommunicationscouncil/2021/12/28/12-smart-ways-to-create-the-most-engaging-email-newsletter/>

<https://blog.hubspot.com/marketing/guide-creating-email-newsletters-ht>

<https://www.mailjet.com/blog/email-best-practices/7-tips-creating-engaging-newsletters/>

<https://latana.com/post/10-tips-for-effective-email-newsletters/>

<https://www.openglobal.co.uk/articles/182-6-essential-tips-for-writing-the-perfect-newsletter.html>

<https://www.theguardian.com/email-marketing-and-automation-with-mailchimp/2022/oct/14/building-your-brand-how-to-create-effective-newsletters>

<https://squareup.com/gb/en/townsquare/how-to-make-a-newsletter>



How to create a Newsletter



1. Define the goal for your newsletter.
2. Determine your email newsletter strategy.
3. Pick your newsletter platform.
4. Pick a design template and personalize your newsletter.
5. Set your send schedule.
6. Ask people to sign-up on your website and across social media.
7. Customize your automated email flow.
8. Comply with privacy regulations and email best practises.
9. Deliver your first newsletter.
10. Assess your analytics and adjust accordingly.

Your turn!

Congratulations, you now know the basics of Newsletter and how to create your effective page.

Even if you have made one in the past before, I hope this has helped you give you a bigger perspective on why Newsletters is so important in the digital age and how you can take advantage of it.

Need help? You can contact us at info@mirrorimageagency.com - Please dont hesitate to ask for help or any questions you may have.

Learn more about us: www.mirrorimageagency.org



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