

# A Brief Guide to Launch a Successful Newsletter Campaign



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## 1. Executive Summary

Newsletter marketing has evolved into one of the most powerful and cost-efficient marketing strategy when it comes to communicating with your clients and prospects. Be it product promotion, keeping your clients updated, announcing important news within your company, new services or alerting of special offers, e-mail newsletter marketing does it all.



The benefits of a newsletter campaign are enormous it gives you an active and personal path of communication with your clients and prospects. A well planned and executed email newsletter creates a trustworthy relationship between your business and your clients and helps you achieve your marketing goal.

In this particular whitepaper we will discuss about how beneficial newsletter can be to businesses and what are the prerequisites, do's and don'ts to launch a successful newsletter campaign.

Integrating e-newsletters into your marketing strategy can hold an essential place as you can place your company, products and services in front of your customers and targeted audience. Newsletter marketing gives you the ability to send a beautifully designed, well-written document, filled with valuable information, to all those who have opted in to receive it.

## 2. Why Newsletter campaign?

Newsletter campaigns have emerged as one of the most popular forms of email marketing. They give ample opportunity for businesses to interact and communicate one on one with the audience.

They enable marketers to generate leads, nurture them and build long-lasting relationships through newsletters. Moreover our newsletters contain quality content that can influence and impact a reader's purchasing decision.

One unsurpassed method your clients keep coming back is through newsletters. It is an excellent tactic to keep your business fresh in the minds of your customers - while providing added valuable info related to your field of expertise.



## How Newsletter Campaigns can help your businesses

➤ **Turn Prospects into Customers**

The email newsletter remains an effective way to build a relationship with a prospect, nurturing them along until they become a customer.



➤ **Newsletters build loyalty**

A quality newsletter you can grab the attention of tens and thousands of readers. Over time, you can build a level of trust and loyalty that no other channel can match.

➤ **Cost effective and efficient**

Newsletter is cost-effective way to convey your message and to ensure you are top of mind with existing clients. Additionally they also build credibility of your brand in a very effective way.

➤ **Global reach**

Email newsletters keep you communicating with different people via different channels. Within seconds, your newsletter is received in a mailbox across the globe without any delays whether you have 100 customers or millions you can always stay connected.



### **3. Getting started and Prerequisites**

If you are planning on launching a newsletter campaign there are some prerequisites to be considered before getting started below listed are some of them.

#### **3.1 Be consistent**

It is always advisable to send the newsletter at regular intervals, choose a regular date and time for the distribution of the newsletter and stick to it. By being consistent your subscribers will expect the newsletter at a certain time and will be more likely to read it.

It is best to send out a newsletter once a month or every fortnight sending newsletters frequently at irregular intervals leads to higher unsubscribing rate.

#### **3.2 Build Your Distribution List**

Know exactly who their target audience is, key to an email newsletter's success is the right audience. Find out who your customers are, then tailor your newsletter around their needs and desires. Most businesses have an in-house email list comprised of customers and prospects which can also serve as a starting point.

#### **3.3 Keep it short**

If you include articles in your newsletter it's best to keep them short, around 200 words. If the article is longer, place it on your website or blog and hyperlink to it from the newsletter. This is a great way of driving people back to your website and getting your readers to see other material you have written. Use plain language and always check for spelling and grammar mistakes before distribution.

## 4. Building the Content

A newsletter isn't of much use if it does not contain engaging and relevant content. It is the most important aspect of your email newsletter as well as the most challenging. While an informative content is mandatory at the same time making it interesting is equally important. Lack of good content, and lack of planning around the development of content, is a common cause for failure for newsletter campaigns.

Basic points while developing content

- Is engaging for readers.
- Is informative, entertaining, or both.
- Addresses a problem and is precise.
- Supports your business goals.



## 5. Subject Line

Subject line introduces your newsletter to your clients or audience and is as important as the content within it. Make sure the subject line is as short as possible while still communicating the main point of your content (think headlines, not sentences). Your subject line should convey 3 most important things relevance, value and urgency.

Professional  
Appealing and Unique...



## 6. Design of Newsletter Template

Use a fresh, creative design for your e-mail newsletters. Take your cue from magazine publishers. They know exactly how to do it just as a magazine has a certain look that appeals to its subscribers, so must your e-mail newsletter. A visually appealing newsletter always gives an added advantage and subscribers will be more likely to read it. Try to create a text-only version of the newsletter for users who block graphics, or who read their messages predominantly on mobile devices?

## 7. Anti Spam and Unsubscribe Option

Don't spam your subscribers with hundreds of emails that aren't useful to them. It's also best to ask people if they want to subscribe to your newsletter first instead of just subscribing anyone without their permission.

Become familiar and comply with the Spam Act. It not that hard just need to know three basic points before getting started

- Get consent to send a message
- Clearly identify yourself
- Provide the ability to unsubscribe



## 8. Benefits of newsletter campaign

### 1. Cost

Perhaps one the biggest advantage of e-newsletter advertising is cost. Newsletter campaigns can be affordable and efficient for all size of businesses.

### 2. Targeted Marketing

Using your company e-newsletter for promoting of your products or services helps you reach your targeted market.

### 3. Improve the reputation of your business

By giving the subscribers quality newsletter improves reputation and gives credibility to your brand.

### 4. Increase website traffic through E- Newsletters.

Creative and informative newsletters will give the readers reasons to visit your website. Put your website's address on every newsletter to make sure the readers have a clear road to your website.

### 5. Newsletters provide business exposure

Newsletters have the inherent quality to boost business exposure without the risks of aggressive marketing.



## 9. Measure the Results

By using the right email marketing software you can find a wealth of information each time you send a newsletter out – How many people opened your email? How many people clicked through to your website? Which products prove to be the most popular?

The fundamental metrics are 'delivery', 'open' and 'unique click' rates, expressed as percentages.

'*Delivery*' is the ratio of the number of emails that didn't bounce to the number of emails sent.

'*Open rate*' is the ratio of number of people opening to number of emails delivered.

'*Unique click rate*' is the ratio of people who clicked links to the number of emails delivered.



## **10. Inference**

Having said all the benefits of newsletter campaigns, businesses should also note that along with the pros of newsletter campaigns there are some cons that newsletter marketing brings along. The journey from start to launch of a successful marketing campaign can be accomplished with a well planned and a systematic approach. A newsletter can be a powerful marketing tool for all size of business and extremely cost effective.

A good business newsletter sets a rapport between business and target audience and can build a genuine, long-term, personal relationship.

## **11. About Us**

B2B Marketing Partners is a leading marketing firm headquartered in USA, we help our esteemed clients by offering reliable solutions for businesses hitched with marketing issues.

We provide unmatched e-mail marketing services like Newsletter campaigns, Data Matching, Email Campaign, Email Lists, Web Designing, SEO & Content writing to individuals and organizations who actively seek to connect with people in order to promote their brands and products. Our main objective is to deliver high quality services that help you accomplish your business goals.

## 12. Contact Us

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