

Tips for the newsletter,

Media

Images – insert images just like you do for an article. Images should never be wider than the email newsletter itself (700pixels) The image on top of the newsletter is a good example it is 700 pixels wide. So if you want an image to take up half of the width newsletter it should be around 350 pixels wide or a bit less. That way text can go beside it.

Do not use images to convey important messages as they are always blocked. The person has to choose to show them. They are there just to make the newsletter look nice. So only use them a little.

PDF – you should not put a pdf link in the email. Use the attachment function and attach it to the email. A pdf link in an email will not work and worse is seen as a virus because it tries to open Adobe reader on a persons computer.

Links – You can put links in the newsletter to other websites or even pages on your website. Use the link button in the editor add the URL and in the Advanced tab select open in a new window. If the link target is not a new window the link will not work. So make sure to use the Advanced tab and select the target in a new window.

Writing

The persons name will appear at the top of the newsletter so you can skip using dear subscriber, or cher abonnner, just start with your info.

The title of the newsletter is the subject line of the email and it also shows up as the title in the body of the message. (we can remove this if you don't like that function)

You can remind people they can follow the latest news though the website, as well as through Facebook or Twitter.

Once you send the letter to a list of subscribers it will take about 2 hours for everyone to receive the letter. I set it up so they are sent out individually, that way they are less likely to be seen as spam and won't go to the junk mail.

Other notes.

Newsletter use tables for the formatting so if you want even more control of the layout insert a two column table from the editor about 680px wide make the right column about 250 px wide (use this column for your images or a bullet list of links.)

The wider column for your text. Very important make sure to set the border of the table to 0px otherwise you will have a black border show up. You may also want to give some cell spacing to leave room around the text.