

Newsletters

7 basic rules

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1. Balancing content and promotion

- Altruistic approach
- Promotional email
- Content with promotions

2. Newsletter is about content

- Establish a theme
- Find a niche
- Know your content
- Keep it short

3. Newsletter frequency

- There is no ideal frequency
- Establish a pattern

4. Human voice

- Sales and promotions
- Corporate
- Human approach

Sales and promotions

“Fall Foliage Getaway: 35% off peak rates on any cabin.

Click here to book now.”

Corporate

“West Branch Angeler is pleased to announce that our very successful season ...”

Human voice

“We missed you here at West Branch last year and I wanted to offer you ...”

5. Segmentation

- Interest groups
- Signup date
- Subscriber activity reports
- Order frequency

Interest groups

Opens:	1.659% better than the list average
Clicks:	1.712% better than the list average
Bounces:	0.206% better than the list average
Abuse Reports:	0.002% better than the list average
Unsubs:	0.071% worse than the list average

Subscriber Activity

Opens:	2.072% worse than the list average
Clicks:	2.524% worse than the list average
Bounces:	1.842% better than the list average
Abuse Reports:	0.003% worse than the list average
Unsubs:	0.262% better than the list average

Signup date

Opens:	11.641% better than the list average
Clicks:	10.501% better than the list average
Bounces:	0.492% worse than the list average
Abuse Reports:	0.002% better than the list average
Unsubs:	0.126% worse than the list average

6. Beware of the stats

- Open rates
- Clickthrough rates
- Unsubscribe rates

Open rates

- Unreliable
- Compare it only to your own stats
- Tells little about engagement

Clickthrough rates

- Different calculations
- Good for testing
- Tells nothing about the value of the click

Improving unsubscribe rates

- Clean your email list
- Try segmenting your users
- Are people getting what they subscribed for?

Helpful stats

- Feedback
- Conversion rates
- A/B testing data

7. Testing

- Subject lines
- Newsletter voice
- Length of the newsletter
- Number of links
- Send times
- Segmentation
- Frequency
- Inclusion of images