



Technology and management

Lucknow

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SUBJECT Digital Marketing

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Practical no:- 01

Objective:- Create SEO Friendly Web Pages

An SEO-friendly website allows search engine crawlers to easily examine its structure and content.

Let's analyse SEO-friendly websites and their key features.

1. Unique page titles and descriptions

All web pages should have distinct meta titles and descriptions for SEO. Titles are 50-60 characters and descriptions are 155. These titles are important for search engine indexing since they tell users what a page is about.

Clean URLs

Your website's URL must be clean for search engine indexing. Permanent links must be lowercase, descriptive, separated by dashes, and incorporate keywords naturally for higher visibility.

3. Quick-loading websites

Slow-loading websites are annoying. To develop an SEO-friendly website, have a full SEO audit done to increase page loading time. Image optimization can increase page loading speed and provide your business a ranking edge over slower sites.

4. Originality

All your pages must have original, non-plagiarized material. Plagiarism reduces a website's SEO friendliness.

Images optimised

Large graphics can slow down your website's loading performance. You must optimise your photographs and add alt text so search engines can interpret them.

6. Structure content properly

A well-structured website is easier to index. Your website's structure should include these:

Header

Page Title H1 Tag

Well-structured content (H1, H2, H3... tags)

Bio/Share Options

Footer

7. Site responsive

Your website's pages should be mobile-friendly. Your website or pages must be responsive on all devices to maintain SEO health.

Linking internally

4/2/24

Internal linking helps search engine crawlers navigate your website. It helps crawlers link relevant sites and creates a robust internal architecture to increase SEO friendliness.

Why is a business website SEO-friendly?

Now that you know what makes a website SEO-friendly, let's discuss its business benefits.

Increases organic traffic

SEO-friendly websites generate more organic visitors. These are frequently the top SERP results.

2. Brand credibility

Users are more likely to trust your website if it's on the first page of search results. This boosts the search engine's and users' brand credibility.

Cost-effective

A SEO-friendly website drives traffic 24/7. If your website follows SEO best practices, you won't require much PPC advertising.

4. Enhances UX

Best SEO tactics improve user experience. Implementing these techniques on your website will increase the user journey and experience.

SEO Website Tips

1. Connect with all device users with responsive design

In today's digital age, you never know what gadget visitors may utilise. Over 54% of 2020 searches were on smartphones, according to a survey. Your site must be responsive. It's crucial to your business's online performance. User responsive design is key to SEO-friendly web design.

Your website's responsive design responds to user searches and devices. Users can get the best version of your website on a tablet or laptop.

All gadgets have varying screen sizes and resolutions. A responsive website design adapts to the device being used to see it. This improves the user experience and makes browsing your website easier.

You want customers to stay on your website as long as possible to show Google its adaptability and UX. If your website isn't mobile-friendly, users will visit a competitor's. Having a responsive design will also help you get higher Google ranks, as the search engine will deem it relevant to user search intent.

2. Use keywords in website content

Unique, valuable content is vital to any website. It increases website traffic and leads. Website content enhances domain authority and generates high-value leads. To boost content visibility, you must target relevant keywords in your domain. Targeted keywords boost your website's position for relevant search queries/terms.

Comprehensive keyword research helps you uncover high- and low-competition

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keywords in your domain. It also shows how those keywords might be employed in your content strategy.

Long-tail keywords are low-competition, focused keywords. They're three words or more and quite specific, which generates qualified leads. "Top-rated insurance company in Bangalore" is a long-tail keyword that might generate traffic and leads.

Choose the optimal content format for your marketing goals after locating targeted keywords. Infographics, films, blogs, ebooks, etc. are all options. After choosing your formats, generate keyword-rich content.

You should develop instructional, easy-to-understand information for your audience. Infusing targeted keywords organically into this text can boost your SERPs.

Use keywords to make your site SEO-friendly. It improves web page performance and search engine visibility.

Optimize header tags

Header tags are key to developing search-engine-friendly content. Optimizing header tags can help a website's SEO.

Header tags should be used for section headings. This subheading is an H3, but the page title is an H1.

When optimising headers, include keywords organically. Your content's title should include the keyword.

This helps search engine crawlers index your page based on its context. It also boosts your rating for titles and subheadings' keywords.

Use secondary, LSI, or long-tail keywords in H2 or H3. This helps spiders grasp your content's depth and diversity.

4. Boost clicks with meta descriptions

When you search Google, you see the page titles first. Under it is a brief synopsis of the page's content, providing you a sneak preview. Meta description is a page preview.

Example: "Ever longed to construct your own PC? We offer a step-by-step guide and brief training videos to create a gaming/streaming PC."

This meta description is clear and concise. The user knows before clicking the link that the page has a step-by-step guide on building a gaming PC.

To improve your meta description, make it relevant, succinct, and include a keyword to boost page rank. Google's meta description restriction is 155 characters. Meta descriptions must be under 150 characters or they'll be replaced with three dots. This will look weird and may cut off your statement at a vital moment.

5. Improve content readability

It's easy to overlook the content when building an SEO-friendly design. When optimising for SEO, verify each page's readability. Even if your website design is top-notch,

uninspiring content is useless. Design sets the visual impression, but content dictates the rest.

This is the human side of SEO. Google appreciates user-friendly websites. This effects user experience and SEO-friendliness.

Choose a font and size based on your website's design. Mix up the font colours, with the general text having the most readable colour, anchor texts for internal or external linking having a different colour, headers or subheadings having a greater font size, etc. A light yellow font colour on a white backdrop would be almost unreadable, and using the same font size for your subheading and content may confuse readers.

Long paragraphs can intimidate readers with limited attention spans. Use bullet lists, points, etc. to make content more readable. This strategy makes material digestible and engages readers.

Infographics can help your content's readability. Infographics simplify complex information for all readers.

6. Accelerate page load

This is a repeat owing to its importance. Always optimise your website's loading speed. A thorough SEO audit will help you uncover components to improve to reduce website load time.

Page loading takes 5-6 seconds. If it takes longer, they'll close the tab and look elsewhere. Page load time optimization reduces bounce rate and enhances SEO.

Practical no:-02

Objective:- Submit Website in various search Engines.

hen search engines were young, they needed help finding sites on the internet, and you would submit your website's URL. Today, you submit your site for other purposes, which we will look at here.

Website submission to search engines is such a 90s thing to do, but it seems to have stuck in the SEO documentation. The major search engines will find your site without submitting your URL to them, in almost every case.

You may submit sitemaps or URLs for faster indexing, but the primary purpose is to improve the way your site is indexed and correct errors after an incident. However, there are other places and reasons to submit your site that will indirectly help you rank in search engines.

What are the benefits of submitting your website to search engines?

Back in the day, you would submit your website's URL to each search engine. SEO industry pillar Brett Tabke, who founded the Webmasterworld forums and the Pubcon conferences, built a tool for this. His tagline for the tool made me laugh: You will submit.

The search engines would crawl a site from your submitted URL and then follow all the links they found. If someone offers to submit your site to search engines for a fee today, it's snake oil. So what benefits do you still get from submitting a site?

Indicate the right place to start

By submitting your sitemap URL, you direct search engines to the right place to start crawling your website and also indicate what website content you consider the most important. This can be important if your homepage doesn't link to essential parts of your site. Any crawl obstacles your site may have can be overcome by using a sitemap.

Faster update when an incident is over

You have restructured your site, which used to time out from server overload and caused crawlers to report errors on your site. But you've remedied that and your site is now ultrafast and ready to be recrawled. Resubmit the URLs that created the errors to recover your visibility in the search engines. It may be faster than waiting for the next crawl of those URLs.

Submit to directories

Submitting your site to business directories can be interesting because it might just drive qualified traffic, and it could be a source of backlinks, which will help you rank. Prioritize the directories with a human reviewer, and avoid the ones requiring a fee to be in a directory that has no real traffic.

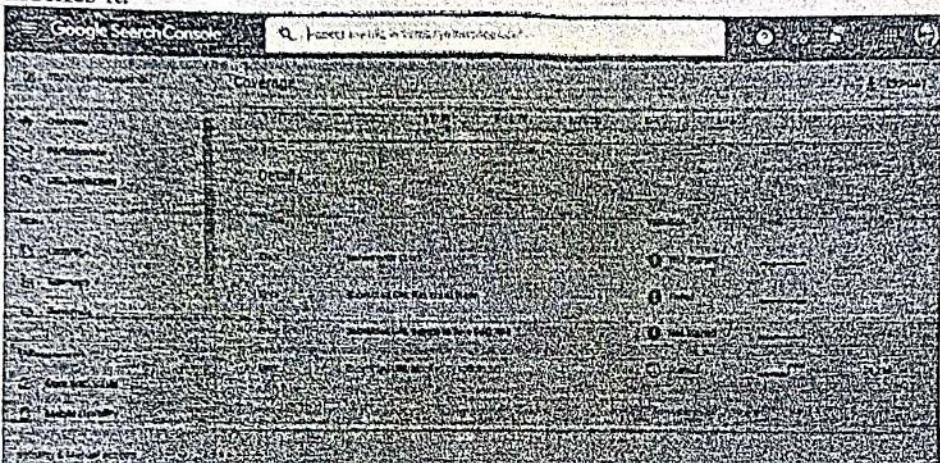
How to submit your website to search engines

You can either submit the URL of an entire sitemap or individual URLs to search engines. And then you can submit your site to places that will have an indirect effect on your SEO. This is typically done via a webmaster tools interface which confirms the site owner.

1. Google Search Console

You don't really add a site to Google anymore, as it will be found when a link points to it. But Google provides an interface to see how your site is crawled, indexed, and ranked in which you can also control URL submission. Prove you are the site owner via a code you insert in the site, then log in to the Google Search console. You can see crawl errors, searches you appear for, and clicks generated.

You can also submit your sitemap. When you submit an individual URL with the URL inspection tool, it checks the index status, the user-agent information, allows for an HTML view of the rendered URL, and if it is not indexed, indexes it.



The URL submission field allows you to recrawl a URL after you corrected an error so Google can index the page correctly. Image source: Author

2. Bing Webmaster Tools

The Bing search console is called Webmaster Tools. The interface provides the same functionality as the Google Search Console and also allows you to submit URLs to include in the Bing index.

As Microsoft has various backfill relationships with other search engines, being indexed by Bing can generate search results in more than one place. To qualify for Bing Webmaster Tools, you need to prove you are the site owner.

► Bing webmaster help & how-to

The screenshot shows the Bing Webmaster Tools dashboard. On the left, there's a sidebar with links like 'Getting Started', 'Submitting URLs', 'Adding Sitemaps', etc. The main content area has a heading 'Submit URLs to Bing'. It explains that URLs can be submitted via the Bing Webmaster API or by using the Bing URL submission tool. It also notes that URLs must be submitted in groups of 10,000. Below this is a form titled 'Submit URLs' with a note: 'You can submit up to 10,000 URLs at once.' There are fields for 'URLs' and 'Notes' (with a placeholder 'Note one per line'), and a 'SUBMIT' button.

Bing Webmaster Tools actively suggests you submit URLs for indexing and takes 3-6 days for indexing. Image source: Author

3. Google My Business

Get your business on the map. Create a Google My Business account to indicate the location of your business and appear on Google maps. A Google My Business listing can also appear in regular search results and makes sense for all businesses for whom a physical location is important.

4. Yandex webmaster tools

Yandex is an important search engine in Russian- and Turkish-speaking countries. It's not an English language search engine and not one you should spend time on if those markets are not relevant. This doesn't mean you can't set up a webmaster tools account and have your site indexed. Who knows, Yandex might go global one day. Yandex has even made its interface in English for you.

5. Baidu URL submission

Before we go any further, check whether you have Chinese language content and would have any reason to rank in Baidu. If not, no need to proceed. If your site is in Chinese, and you are not indexed in Baidu, set up an account here.

6. Yelp

You submitted your site to Google My Business to appear on Google maps. A Yelp listing will increase your chances to rank in Google maps as it validates the authenticity of your business address. It's essential for local SEO.

Practical no:-03

Objective:- Content Writing

How to write content for ecommerce website

The best advice for content for ecommerce sites is to use templates and checklists based on customer needs. One of the simplest methods of achieving this direct customer connection is by asking yourself a series of questions.

- What does my customer want?
- How could my customers use this product to achieve their goals?
- What combination of my products best helps customers to achieve their goals?
- What features are my customers not using that could help them reach their goals?
- How could future products help customers achieve their goals?
- What issues outside my product base could impact my customer's achievements?

The content for the ecommerce website is the customer's first view of your overall vision for how you help them. Your product pages and content writing for online shopping websites should tie directly into how those products fill your customer's success gaps.

Category pages can allow for the most creativity. You should categorize those products by type of industry, and then industry needs. That way you can focus on creating content that is directly relatable to customers in particular industries. If you sell tools to construction workers for example, you could create content around tool packages.

How to write content for ecommerce website

Assuming you are now convinced of the importance of effective ecommerce content, the next logical question is how to create that content. Logically there are two ways. The first method is hiring a content writer for your company. With this method, you don't have to learn anything about SEO beyond drafting the ecommerce content writer job description. Your only task is finding a candidate with content writing experience and knowledge of your customer's industry.

The other method is using an existing member of your staff to write the material. While this method may save money, it carries the additional risk of missing an opportunity by using unqualified writers.

Whether you hire or use internal staff, the process of ecommerce content creation can involve some standard steps.

UNDERSTAND YOUR CLIENTS

As mentioned previously, the beginning of ecommerce content writing must begin with understanding how your clients use your products to achieve. This understanding can be attained through surveys, focus groups, or informal conversations. Make sure you reach as

many of your potential customers as possible, through a variety of methods and customer types.

No matter which feedback methods you use, you will need to develop some standard information checklists or questions. This standardization process will be necessary for creating comparisons. You must also give clients the opportunity to mention or discuss suggested product changes or new product uses.

In addition to direct feedback you should also follow industry magazines, blogs, and news articles. Your customers may not always be aware of the most recent developments and your organization can always benefit from gathering content ideas for ecommerce from others.

DEVELOP CONTENT CREATION SCHEDULES AND TEMPLATES

Once you understand the needs of your customers, you need to develop content templates and ecommerce promotion ideas. For example, you may have a website that markets a line of children's toys. Your primary market is likely parents, schools, and daycares.

However, through your client research, you may discover that doctor's offices also order your products. In this case, you may expand your business by writing blog articles on ways that dentists and doctor's offices can better serve child patients. That way, when these professionals search for terms like "dentist" and "child" they can get your website including children's toys.

Practical no:-04

Objective:- Develop a Facebook Customized Page Tab

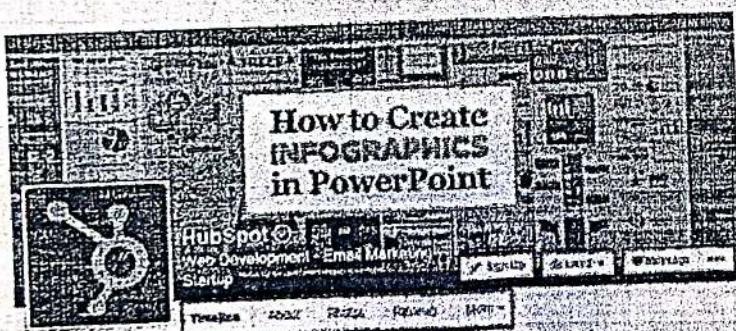
Social media marketing is an essential component of Digital marketing and has proven its essence. But as the number of competitor increases, it becomes more challenging for one to excel over others. In simple words, each and every social media marketer is trying to find out new and creative ways to influence their target audience. Creating attractive custom Facebook tabs is one such creative way to attract an audience.

We all know that Facebook is definitely one of the most famous platforms that we use for our brands and businesses. By the creation of different Facebook pages, the brands try to promote their products and services to the customers and increase their sales.

So, it is definitely true that when it comes to Facebook, every single part of it is very important. In this article, we are going to learn a little bit about one such very important part i.e. custom Facebook page tabs.

When it comes to Facebook, the Page tabs that are used in the platform are certainly very popular. These page tabs are continuously used by the people on the internet including the brands and celebrities. The page tabs on Facebook can definitely be considered as the social abode for the people on the internet.

There are many different tabs that already exist in the Facebook platform such as the About tab or the About tab and so much more.



However, apart from that, the users are also provided with the advantage of having the custom Facebook page tabs on the platform.

First thing first, let us understand what custom Facebook page tabs are-

Table of Contents

What Are Custom Facebook Page Tabs?

Well, the Facebook page has got a lot of tabs that are already present in the platform. Apart from these important tabs, you can also create the custom tabs on the platform of Facebook. These are the custom tabs.

The Custom tabs on the platform of Facebook can be used in order to load the information and content regarding your page from the web server that you have. With the help of an iframe, such custom tabs are able to load the information.

One more thing to keep in mind about the custom page tabs is that these tabs are only available on the web, as the mobile development is not that high and doesn't support the custom tabs.

Most of the tabs that are created have got 2000 followers or more than that. This is a limit that most pages have to meet because it leads to a much higher quality content that is both accurate and informative.

Why do you need Custom Facebook Page Tabs?

These custom Facebook tabs help in enhancing the user experience and eventually help to achieve the end goal of marketing conversions.

These days each and every marketer is trying to customize their Facebook tabs in better ways so that they can drive more relevant traffic on their landing pages and enjoy better lead generation and sales conversion.

So, if you are dreaming for a successful marketing campaign then you will have to create attractive Facebook tabs. You can basically control the content that visitors will see whenever they visit your profile.

Adding custom Facebook page tabs let you highlight more contemporary and conversion driven information on your business page that can easily and effectively the online presence of your brand on the web.

With the help of this particular guide, you will be able to add the tabs to the Facebook pages and manage them in a proper way.

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Practical no:-05

Objective:- Create and Write a blog

How to Start a Blog in 6 Steps

1. Pick a blog name. Choose a descriptive name for your blog.
2. Get your blog online. Register your blog and get hosting.
3. Customize your blog. Choose a free blog design template and tweak it.
4. Write & publish your first post. Share your thoughts with the world.
The fun part!
5. Promote your blog. Get more people to read your blog with the proper marketing.
6. Make money blogging. Choose from several options to monetize your blog.

Should you start a blog?

One of the misconceptions about starting a blog is that you need to be a great writer to be successful. Nothing could be further from the truth. People read blog sites to get a personal perspective on things, so most bloggers write in a very informal and conversational style.

And because of the format, many successful bloggers will write about a variety of topics on the same blog.

In addition, you don't need to be an expert on any of the topics you write about to have a successful blog. For example, visitors to a cooking blog don't want to read a textbook from a food scientist, they want to hear the experiences of someone who has actually cooked some real meals, mistakes and all.

To be successful as a blogger there is really just one requirement: a passion for your topic.

At its heart, blogging is about sharing your knowledge with the world. Writing about things that you are passionate about makes the process of starting a successful blog so much easier. As long as you are writing about things that you are genuinely interested in, your passion will shine through and keep your visitors interested.

So why would you go to the trouble of blogging? There are a few reasons:

- **Share your story.** A blog allows you to have a voice and be heard. You can share your story with the entire world if you so choose. One of the most common ways blogs are used are as a diary where the blogger writes about their daily experiences so that friends, family, and others can all be a part of their lives.
- **Make money from home.** Blogging can be quite lucrative if done correctly. The top bloggers in the world obviously earn quite a bit, but even a part-time blogger can expect to make a nice profit if things are done correctly. The best part about it is that blogging is a form of passive income, since you can spend just a few hours a week writing a piece of content and then continue to profit from it long after the writing is finished. I go into much more detail on how to blog for money later in this guide.
- **Recognition for yourself or your business.** No, you probably won't have paparazzi following you around because of your latest post. But a successful blog makes your idea into a reality, and can gain you a ton of recognition in your respective field. Many bloggers are known as experts just because of their blogs, and some have even gotten book and movie deals based on their blogs.
- **Find a community.** Blogging at its heart is interactive. You write a post and people comment on it. This is a good way to connect with people who are interested in the same things as you are. Blogging allows you to teach these people based on your experience, and it gives you the opportunity to learn from your readers as well.

Ready to begin? [Click here to go to Step #1 of the guide](#)

What is a blog anyway?

In short, a blog is a type of website that focuses mainly on written content, also known as blog posts. In popular culture we most often hear about news blogs or celebrity blog sites, but as you'll see in this guide, you can start a successful blog on just about any topic imaginable.

Bloggers often write from a personal perspective that allows them to connect directly with their readers. In addition, most blogs also have a "comments" section where visitors can correspond with the blogger. Interacting with your visitors in the comments section helps to further the connection between the blogger and the reader.

This direct connection to the reader is one of the main benefits of starting a blog. This connection allows you to interact and share ideas with other like-minded people. It also allows you to build trust with your readers. Having the trust and loyalty of your readers also opens up the door to making money from your blog, which is something I discuss later in this guide.

The good news is that the internet is exploding with growth right now. More people than ever are online. This explosion in growth means more potential readers for your blog. In short, if you are thinking about starting a blog then there is no better time than right now.

Practical no:-06

Objective:- Write an email newsletter

Yesterday, I saw my father reading a newspaper and asked him if he could lend me the entertainment section.

"Yeah! take it; I never read it anyway."

And it just occurred to me; is this how email subscribers feel when we send them newsletters with the information they're not interested in?

That hurt a bit but I was fueled by this feeling. So, I researched and jotted down the different categories of email newsletters to send to my subscribers but only the type they will value.

If you wish to do the same, read and understand the different types of newsletters before sending one.

But before we begin, let's have some clarity about what exactly is an email newsletter?

What Is an Email Newsletter?

In simple words, an email newsletter is an update or report that a company or brand sends out to its subscribers periodically.

It is the most common category of email. It may consist of information collected from your brand itself or your subscribers, depending on the type of email newsletter.

You must be sure about 2 two major things before drafting a newsletter. These are mentioned below;

2 Things to Consider Before Sending an Email Newsletter

An unrelated newsletter is like a portrait of the Mona Lisa; no matter how well crafted it is, people will find nothing in it to care about (coming from a big Da Vinci fan!).

So, to keep your email newsletter relatable for your readers, you must be sure about 2 things:

1. Who is your target audience?

You should have a clear idea about your target audience, their interests, and the kind of content they like receiving from you.

2. What kind of content do you plan to send?

Think about the content of your newsletter. Are you trying to nurture relationships with your subscribers, boost sales, increase brand awareness or maybe do all of these?

Once you have a clear understanding of these 2 things, then move on to selecting the type of email newsletter that you will send your email subscribers.

Which Types of Email Newsletters Are You Planning to Send?

First, you need to understand the broad categories your email newsletter falls under. These types depend on your target audience and are as follows:

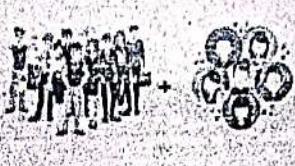
Types of Newsletters for Different Audience



Company
Newsletter



Consumer
Newsletter



Organizational
Newsletter

1. Company email newsletter

Does your company have plenty of stuff to brag about? Then company email newsletters are what you need.

As the name suggests, your company's email newsletters will consist of news, updates, and internal information about your company. These are sent out to all employees or staff members of your company.

This email newsletter can include achievements of your company, a letter of appreciation for those who went out of their way to achieve success, company culture, or a heads up about your organizational goals.

It's the perfect source to keep all company members updated and informed.

2. Consumer email newsletter

Pretty self-explanatory as well, consumer email newsletters are sent out to your readers or subscribers.

They are designed to nurture relationships with your readers or boost your company's sales by offering something to them.

According to statistics, 31% of B2B marketers say that email newsletters are perfect for nurturing leads. Consumer newsletters can be created in multiple ways to keep your subscribers interested and engaged with your brand.

We will discuss these types later.

3. Organizational email newsletters

"Why create separate newsletters for employees and consumers when you can create one?"

We're not saying this; that's what people who opt for organizational newsletters say.

Organizational newsletters are designed in such a way that they can be relatable for both the members of your organization and your subscribers.

Just make sure you don't mention any insider information and mention everything good about your company in this newsletter.

10 Different Types of Email Newsletters Based on Content

The following types are differentiated by the content or intent of each newsletter.

You can find pre-made templates of these different types of newsletters at Unlayer. All of them are beautifully designed and can be customized with great ease. Let's see what your type is.

10. Hybrid email newsletter

Without a doubt, it is the most popular kind of email newsletter, and it's pretty obvious why!

The hybrid email newsletter consists of a mixture of different types of email newsletters (promotional, curated, blog, etc.).

Users love it because they can find a variety of stuff in a single newsletter. You can go with this type if you plan on updating your readers in multiple ways.

The Crux

Well, we have pretty much said everything already.

All you have to do now is roll up your sleeves, select the perfect type of newsletters that your subscribers will love, and start creating.

It's a great strategy to boost engagement in your email newsletter and keep your subscribers hooked to your newsletters.

Just like this attention-grabbing newsletter from **The Outline**.

8. Seasonal email newsletter

Honestly, people will love anything about a holiday, so seasonal or holiday email newsletters are a must.

You can offer value to your customers by sending holiday email newsletters in multiple ways. You can give them tips to celebrate the holiday with recipe suggestions, decorative ideas, gift suggestions. And best of all, you can promote your items with special discount offers.

Statistics say that in 2019 alone, holiday sales surpassed the trillion-dollar sign. All the more reason to promote your items or products.

9. Event Newsletters

Event email newsletters are also called invitation newsletters.

If your company hosts many events, you must opt for this newsletter. It will include the date, timings, locations of each event, along with attractive images embedded in it to excite your readers to respond.

Many readers look forward to receiving event newsletter emails from their favorite brands.

Here's one such example from **Wistia**.

5. User-generated email newsletter

Creating a user-generated newsletter is a very smart strategy, and users love it!

A user-generated newsletter consists of reviews, testimonials, or case studies of your users. Subscribers like it because it gives them a feeling of authority and relatability.

After all, why wouldn't they like something that involves them?

This interactive email newsletter is ideal to keep your subscribers interested and engaged with your brand. Also, it can help your brand to collect valuable feedback from your customers.

6. Promotional email newsletters

Promotional email newsletters are pretty popular among users as well.

Statistics say that 49% of respondents like to receive promotional emails from their favorite brands. You can send promotional emails to introduce sales, discount offers, or new products.

The main goal of your promotional email newsletters will be to make sales and increase profit. Depending on your brand's preference, you can send them any time of the year or on special holidays.

7. Visually focused email newsletter

Research says that we process visual information 60,000 times faster than text.

Using this idea, some companies plan to send out email newsletters that focus more on embedding videos and images to provide more information to users through visual content.

Without a doubt, it's one of the sweetest gestures shown by any brand and helps a great deal in improving relationships with subscribers.

3. Practical email newsletters

Practical newsletters are created to give your users quick, helpful, and easy tips.

It's another great way to build better relationships with your customers and boost your emails' engagement rates.

You can create an ideal practical email newsletter by endorsing your own product and explaining how it can be used to benefit your customers.

Here's one such email newsletter from **The New York Times**.

4. Blog style email newsletter

As the name states, the blog-style email newsletters feature a collection of informational blogs.

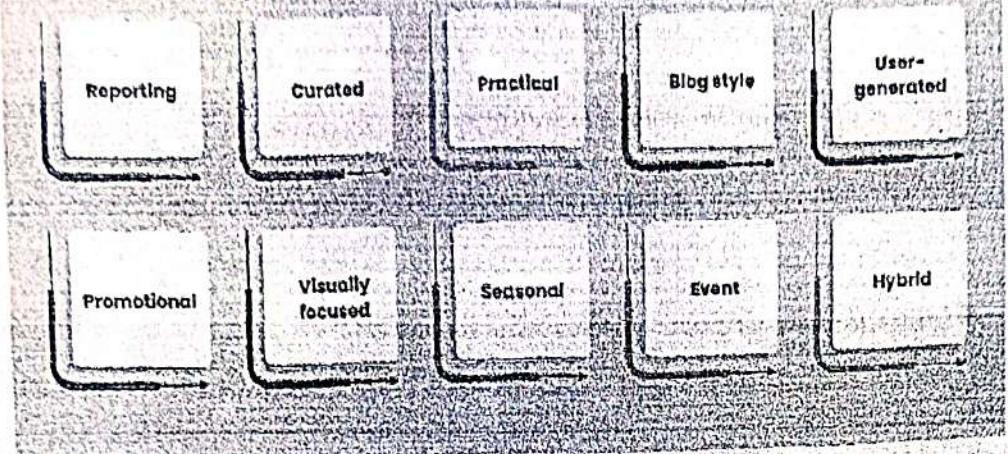
If your brand has active blog pages and you want your readers to benefit from them, you can send them blog-style newsletters, etc.

Just like Unlayer sends blog newsletters to its customers to benefit from the tips, suggestions, and examples mentioned in these blogs. The best part about such a newsletter is that it doesn't require extensive personalization or lengthy content.

All you have to do is link the most useful blog content in this newsletter, and you are good.

Here, have a look:

Types of Email Newsletter



1. Reporting email newsletter

In simple terms, reporting newsletters are reports collected by an editor or team of editors. They are written with a journalistic viewpoint.

Real and influential reports are collected and assembled to form a reporting newsletter. If you follow TMZ, you know what we are talking about.

The reporting newsletters have a higher frequency of sending emails, i.e., weekly or bi-weekly.

2. Curated email newsletter

What if someone does all the hard work of finding and gathering the information you would be interested in?

That's what a curated newsletter is.

They consist of valuable articles, links, and suggestions collected from multiple sources to offer something of value to subscribers.