

alexandrapatrick

## Top ten tips to write an email newsletter

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[www.alexandrapatrickblog.co.uk](http://www.alexandrapatrickblog.co.uk)

# Top ten tips to write an email newsletter



Email newsletters are cost-effective, encourage customer retention and are a must-have for businesses that have a tight marketing budget.

If you already produce a regular email newsletter, maybe this is a good time to review it and see if a refresh is in order.

# Top ten tips to write an email newsletter

Here's our **top 10** tips!

1. **Compelling content** – keep the content brief and relevant so you don't need to scroll down too far. Get to the point quickly and always check your spelling and grammar.
2. **Headlines count** – grab the reader's attention with a sharp headline to encourage them to click on your [email](#) and to persuade them to read on.

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3. **Potted summaries** – create summaries that link to the full article or webpage, up to 75 words per summary. And check the links work before sending.
4. **Easy on the eye** – good [design](#) helps it stand out in the inbox and easy navigation encourages multiple clicks. Make good use of white space, bullet points, bolding, sub-headings and images.

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5. **Keep on-brand** – use an appropriate tone of voice that is consistent with all your other company branded communications. Strike a tone that is warm, inviting, personal and professional.
6. **Call to action** – use active language to encourage a sense of urgency e.g. 'learn now' instead of 'learn how' and ensure it is linked correctly to your 'contact us' page.

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7. **Be on time** – frequency is important. Find out how often your customers want to receive a newsletter – daily, weekly, bi-weekly, monthly or quarterly. The most popular mailing cycle is monthly.
8. **Creative linking** – if relevant, link content to videos, podcasts, social profiles, discussion groups.

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9. **Promote socially** – extend the life of your newsletter and share on [social networks](#) and encourage others to do the same. Remember to add social networking links in your content too.
10. **Add a subscribe form** – ensure that if someone stumbles across your newsletter they can sign up to future editions.

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Remember to be passionate about your subject. Passion combined with expertise and knowledge will jump out from the page.

You may view this post at

<http://www.alexandrapatrickblog.co.uk/alexandra-patrick/top-ten-tips-to-write-an-email-newsletter/>



alexandrapatrick

West View

Marsh Road

Ruckinge

Kent

TN26 2PU

T 01233 733864

M 07961 079589

[maria.callow@alexandrapatrick.co.uk](mailto:maria.callow@alexandrapatrick.co.uk)

[www.alexandrapatrick.co.uk](http://www.alexandrapatrick.co.uk)



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