

# Newsletter Makeover

The Before Mistakes and After Solutions



1. The Key to a Successful Newsletter
2. Getting it Opened
3. Sending Content Subscribers Want to Read
4. Lessons in Design
5. Using the Reporting Information

# The Key to Newsletters

## Do You Have the Right **Mindset?**

Newsletters are  
to **SELL**

Newsletters build  
relationships,  
retention and  
loyalty

They will come  
to me when  
they're ready  
to buy

- Education focused rather than just promotional
- Establishes my Organization as the Expert
- Keeps my Business in subscriber's Mind



It takes an average of **7 customer touches** before a sale occurs.

- Some buy right away
- Others research and try
- Some show interest but are not ready

Newsletters allow you to stay in contact until they are ready to buy.

## Are you keeping your Newsletter from going into the Bulk Folder?

Things  
to  
Avoid

Sale, Free  
All capital letters  
Excessive punctuation  
Red text  
Excessive use of "click here"  
Excessive use of \$\$ and other symbols  
Excessive graphic to text ratio

- Determine your spam score before sending
  - Use the Anti Spam Checker
- Ask subscribers to White List you
  - "Click to add us to your address book"


Anti-Spam Check

Please [confirm](#) your continued interest in receiving email from us.

## Is your Newsletter Recognizable?

### Give a Sense of Familiarity

- Sending on a Regular Schedule?
  - Allows readers to expect and anticipate
- Using a Consistent From Email Address?
  - Keep consistent for whitelisting / spam filters
- Using a Consistent From Name?
- Using your most recognizable brand in the From Name?
- Using a Consistent Title in the Subject Line?
  - Carry the relevance through to your subject line

```
From:  Constant Contact [tips@constantcontact.com]
To: Shahar, Caroline
Cc:
Subject: [Hints & Tips] Ideas for your holiday e-marketing
```

# Getting your Newsletter Opened

## What Preview are they Getting?

### Give a sense of Familiarity

- Preview is about 200 pixels down
- Use of logo/branding graphics
- Have consistent placement of branding elements and static sections
- Use a consistent color palette

Resources:

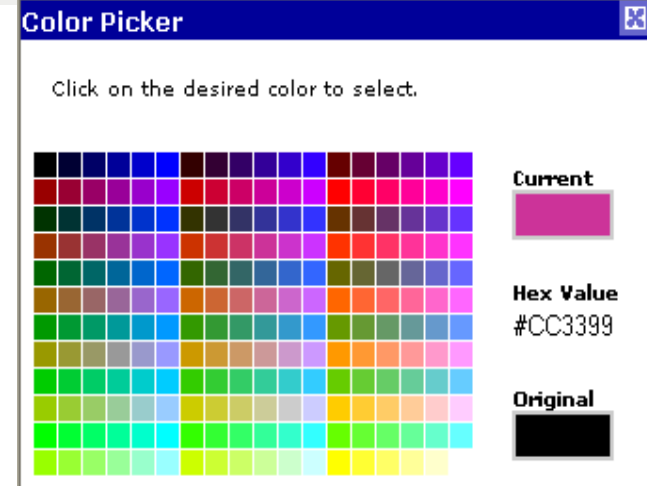
Finding the Hex Values

- **Color Cop**

Picking your Palette

- **Color Schemer Online**

Over **25%** of online customers use  
**Preview Panes** to view emails.  
- Marketing Sherpa 2007



# Getting your Newsletter Opened

## What Preview are they getting?

heidi	FW: Springtime Treats from Recchiuti	Mon 4/2/2007 3:33 PM
Girls Learn To Ride	GLTR Newsletter - Your Female Action Sports Events & News	Thu 3/1/2007 7:39 PM

---



**flyte log >>**  
-> Tips, Tricks and Advice for Succeeding Online

**Greetings!**

### Six Blogging Myths That Are Holding You Back

By the hammer of Thor there's a lot of blogging myths out

What's New

Download Your Web Marketing Articles!

[10 Questions to Ask Before Setting Up a Web Site](#) (PDF)

What's New

Download Your Web Marketing Articles!

[10 Questions to Ask Before Setting Up a Web Site](#) (PDF)

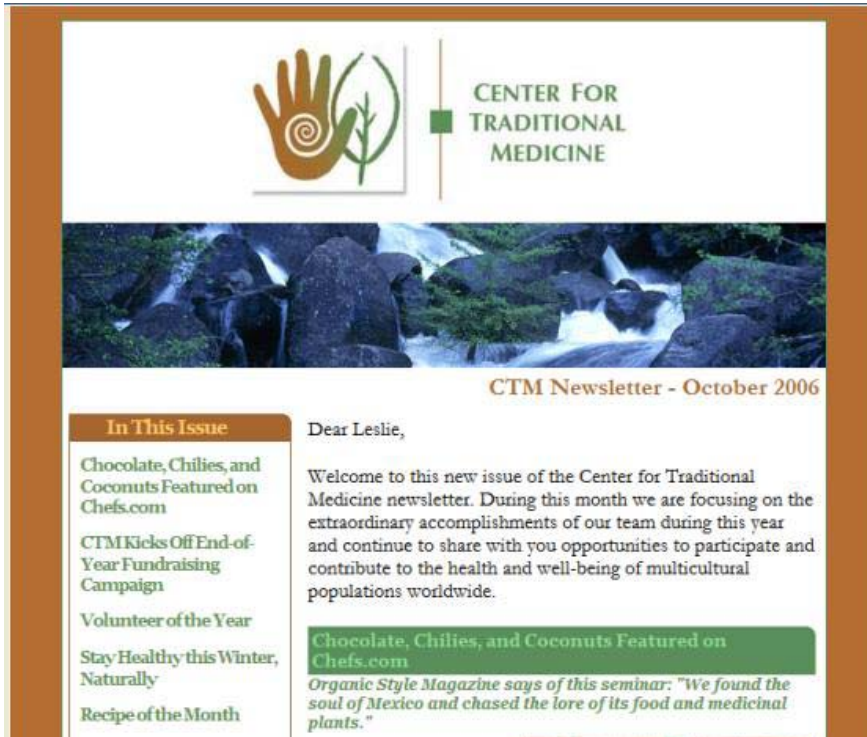
[The 11 Biggest Mistakes Small Business Bloggers Make](#) (PDF)

[The 11 Commandments of Web Copy for the Non-Copywriter](#) (PDF)

[How to Plan, Build and Promote a Business Blog](#) (PDF)

## Maximize the top 2 – 4 inches

- Is your Company name and logo visible?
- Is a Headline with clear benefit visible?
- Are you using a **Table of Contents** here to highlight what they Can't see?
  - Use as Anchor Tags to pull them down
  - Re-word / add short descriptions



## Stay Healthy this Winter, Naturally Forget the Flu this Season!



Announcement: Order Now! Boiron's Homeopathic (2007 CDC-identified flu strain) remedy will be available around November 1st. There were waiting lists for these last year, so don't wait. The total cost for the winter supply is \$30.00 (five doses) including shipping. Use

requires 5 doses over 6 weeks. If you wish to purchase this product or other contagion prevention products, call us at (360) 586-0117 or email [lekom@cwis.org](mailto:lekom@cwis.org).

[Keeping the flu away](#)

- ✓ Clear Branding - logo, company name, color palette

- ✓ Table of Contents
  - Five Sections
- ✓ Providing Education
- ✓ Uses Links with each section

# Sending Content they Want to Read

Improve your content by finding out what your readers value.

Want clues about your contact's interests? Look at the **Click Rates** in your Previous Newsletters.

- Which were the most / least successful?
- What do they have in common?
- Trend best placement, copy, content of the most popular links.
- Include a link with each section of your email.



Don't want to do the detective work?  
Send a **Survey**.

- Ask them what they want to hear about.
- Ask how often they want to receive it.
- Ask only what can be used to improve your newsletters.

# Cater to Varying Interests



“80% of consumers Stop Reading emails they have signed up for because they deem them Irrelevant.”

– Study by the Ad Agency Quris

As you learn more about your readers you should be **Creating Multiple Versions** of your newsletter.

- ❑ Create Lists / groups with similar interests
- ❑ Send different Versions of your newsletter for different interests

Don't want to have to create whole different versions?

- ❑ Create your General Newsletter
- ❑ Use the copy feature
- ❑ Add in just a Block or Two that is Unique for each group.

# Sending Content they Want to Read



## Are you Promoting in your Newsletter?

As long as you're providing **valuable** content, readers won't mind promotions.

What is a good balance?

85% Educational  
15% Promotional

### Invest in High-Value Customers

Focus on those who spend the most amount of money or are the most frequent customers. Provide special treatment, exclusive discounts and tailor special event to their interests and needs. Start an exclusive "club" so they are the first for everything. -MarketingSherpa Special Report: Marketing During a Downturn 2008



Arthur Murray Dance Studios of Las Vegas  
**Newsletter**

January News 2006

**In This Issue**

- America's Ballroom Challenge
- From Mozart to Miller
- Salsa Dance to Live Music!

**Quick Links**

- Arthur Murray Las Vegas
- Calendar
- Photo Gallery
- Places to Dance
- Newsletter
- Nevada Ballet Theater
- PBS America's Ballroom Challenge
- Arthur Murray International

**Dear Alisa,**

We hope this newsletter finds you happy, healthy, and busy with many dance opportunities. We are so excited about all the attention ballroom dancing has received in the media this season as it has kept us very busy. Read on to find out more...

**America's Ballroom Challenge**  
Ballroom Dancing Returns to PBS

We are so thrilled to announce the return of ballroom dancing to PBS. The creators of the original series "Championship Ballroom Dancing" have returned with an even better competition that will feature not only International Standard & Latin, but American Rhythm and Smooth styles of dance as well.

We are also proud to point out that the show is being nationally sponsored by Arthur Murray International and locally sponsored by your very own Las Vegas Arthur Murray Studios. The show will air on Channel 10 on Feb. 1st and Feb. 8th. Mark your calendars

**Join our list**  
**our mailing list!**

**Visit the PBS site to read more about this upcoming show...**

**From Mozart to Miller**



- Focused on Latino Education
  - Traditions
  - Holidays
  - Recipes
  - Facts

- Includes some CasaQ Product Promotion

¡Hola!

In this issue we touch upon the history of Dia de San Juan Festival & Puerto Rico. We'll also share with you the a traditional Piña Colada recipe to sip on those hot summer nights and since it June we included some Latino wedding traditions.

¡Felicidades!  
Darlene

### In this issue...

- Latino Wedding Traditions
- Dia de San Juan - A Puerto Rican Celebration
- Planter's Punch Recipe
- Facts about Puerto Rico
- **Patio Palm Heater**

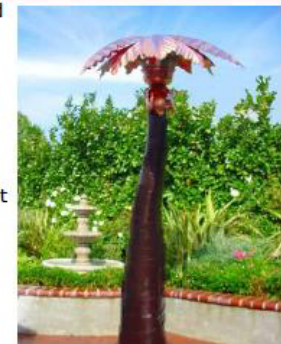
85% Education  
15% Promotional

#### Patio Palm Heater

The Patio Palm is both a beautiful and functional cooling & heating system for your outdoor oasis. High quality components maintain the value of your purchase for years to come. It serves year-round, day and night to comfort guests with a heater when cold and a misting option when hot. Emits heat for approximately a 25 foot diameter.

Height: 8' 4"  
Material: Copper

Price: \$1399



[More CasaQ Products](#)

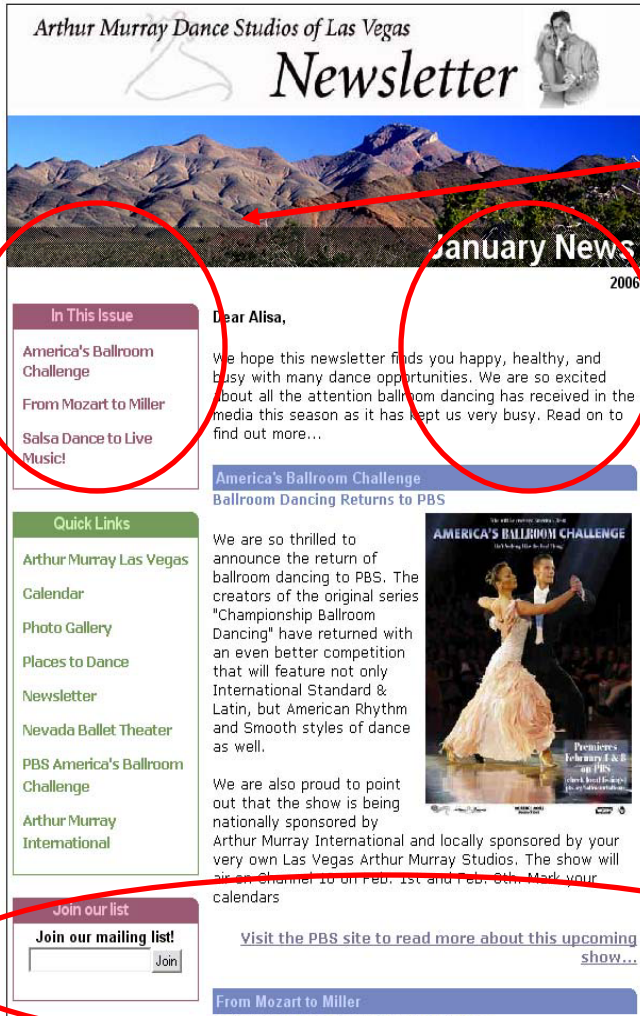
# Sending Content they want to Read

## Best places to sell:

Top left and right corners generally have the highest click rates.

Test different layouts with your audience. They may have a different behavior than you expected.

Bottom – after reading the valuable content, feature more information about your company and products.



## Having a hard time getting good content?

### Keep Track of Everyday Content

- Listen to and keep a log of Customer Comments and Complaints

### Use your Expertise

- Your know-how is Something Special
  - You're so close to the knowledge you use every day that you forget this fact!
- What did you do to help a customer?
  - List the elements of knowledge you had to apply
- List your customers' concerns, desires, and fears
- Link what you know with what they need to know
- Give them information they can use – How To's
  - ✓ Positions your organization as the expert / go-to person

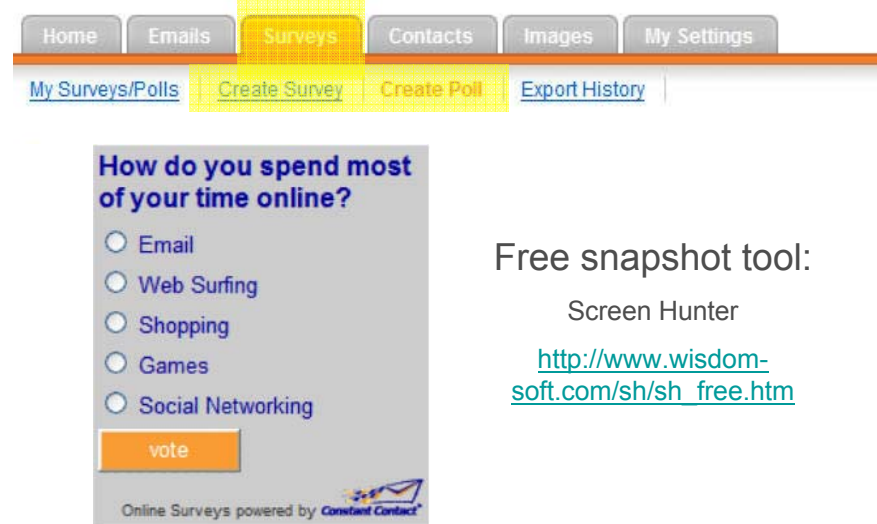
# Having a Hard Time Getting Content?



Let your readers give you content

## Make Your Newsletter Interactive

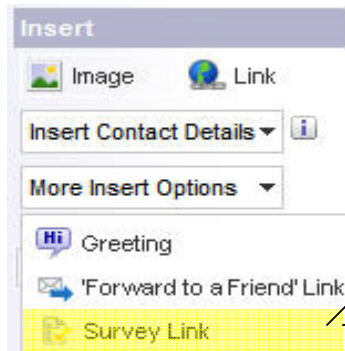
- Include Polls and share results
- Let them ask you questions and then provide a Q&A section.
- Have a "Help us Improve this Newsletter" section (link that brings them to an online survey)



Free snapshot tool:

Screen Hunter

[http://www.wisdom-soft.com/sh/sh\\_free.htm](http://www.wisdom-soft.com/sh/sh_free.htm)



# Having a Hard Time Getting Content?

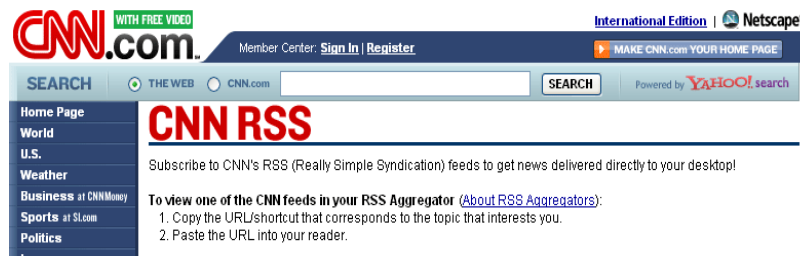


## Get Others in the Industry Involved

- Interview industry experts / vendors
- Have a Guest columnist
- There are many organizations / people that will be willing to give you content for exposure they can get from your newsletter

## RSS: News Feeds

- Get a pool of topics that can be sources for articles in your newsletter
- Position your organization as go to place for information





**Dear Michael,**  
Hello. This is Michael Bartus, REALTOR, with Keller Williams Realty in Minneapolis, Minnesota for the month of March. We finally got our first big snow storm of the year but as the end of March approaches, it won't last long. With all of the success of our local

- ### Inside This Issue
- ▶ Community Profile
  - ▶ MN Trivia
  - ▶ Local Market News
  - ▶ Natn'l Market News
  - ▶ Home Maintenance

### Minnesota Trivia

Q: What is the fastest growing county in the Twin Cities area?

The first person to email me the correct answer gets a brand new publication titled "You Are Here" Minneapolis-St. Paul-The Ultimate Insider's Guide. A \$16.95 value.

[Answer Now!](#)

## Real Estate

### Providing Value

- Trivia about MN
  - Interactive
  - Reward
- Local and national market news
- Home maintenance tips

# Send Content they Want to Read



If you send valuable content, watch your readership and list size grow.

Provide interesting, relevant content = "My friends would find value in this!"

Are you making it easy and encouraging people to forward your email to their friends?

- ✓ Place "Forward" links or buttons near the Top of the newsletter



- ✓ If that friend likes what they see, they can join your list.





ARTICLES FEB 2007, Vol 2 Iss 2 [SEND TO A FRIEND](#)

Participate in the Great Backyard Bird Count! **Wildlife Only** For tips on how to attract hummingbirds and to see the hummingbird migration map check out the Hummingbirdseer.com [Article](#) [Hummingbirds](#) page.

Project Feederwatch - Top 20 Birds of all time  
Tips for Proper Use of Optics





Quick Links  
Bird Source  
Attracting Hummingbirds  
Hummingbird Migration

Welcome to WildlifeOnly.com  
The WildlifeOnly.com newsletter was created to keep customers of HummingbirdsOnly.com, BirdhousesOnly.com, and BirdFeedersOnly.com up to date on some of the latest news within the birding and wildlife world. Those that you will enjoy! Feel free to email with any newsletter ideas or questions you would like to be included in an upcoming issue. Chris Covacci, [chris@wildlifeonly.com](mailto:chris@wildlifeonly.com)

Participate in the Great Backyard Bird Count!  
On February 15-16, 2007, the Cornell Lab of Ornithology and National Audubon Society will sponsor the Great Backyard Bird Count and you and your family can participate in this exciting event.

ASK A QUESTION  
[chris@wildlifeonly.com](mailto:chris@wildlifeonly.com)

Phone: 425-281-1454

SIGN UP  
OPT-IN FOR FREE NEWSLETTER

[SIGN UP!](#)

Do you have positive or negative feedback? Please email [chris@wildlifeonly.com](mailto:chris@wildlifeonly.com)

During the event the Bird Source web site will provide you with instant instantaneous feedback to Great Backyard Bird Count results through graphics, oriented maps and regularly updated information. With a click of your mouse, you can see what birds other participants across North America have seen!

Cornell and Audubon will use the findings to study bird ranges, population habitat needs and migration pathways.

Just mark your calendar, grab your field guide, your binoculars and your mouse and participate in the 2007 Great Backyard Bird Count. Worried about correct bird ID's? For best results and enjoyment, one of the Stokes ID books would be a huge help.

[Bird Source](#)

Project Feederwatch - Top 20 Birds of all time  
Here is the all time list of the top 20 birds seen during the Great Backyard Bird Count (see previous article):

1. Dark Eyed Junco
  2. House Finch
  3. American Goldfinch
  4. Blue Jay
  5. Downy Woodpecker
  6. Mourning Dove
  7. House Sparrow
  8. Black-Capped Chickadee
  9. Northern Cardinal
  10. European Starling
  11. White Breasted Nuthatch
  12. American Robin
  13. Red Siskin
  14. Tufted Titmouse
  15. Red Breasted Nuthatches
  16. Common Grackle
  17. Hairy Woodpecker
  18. Red bellied Woodpecker
  19. American Crow
  20. Purple Finch
- [Bird Source](#)

[Tips for Proper Use of Optics](#)

ARTICLES

Participate in the Great Backyard Bird Count!

Project Feederwatch - Top 20 Birds of all time

Tips for Proper Use of Optics

SIGN-UP

OPT-IN FOR FREE NEWSLETTER

[SIGN-UP!](#)

FEB 2007, Vol 2 Iss 2 [SEND TO A FRIEND](#)

- Table of Contents
- Education focused
- Side promotions
- Encourages forwards
- Encourages Sign ups

Stokes Broadwing Binoculars, by Vortex



Pack in powerful viewing that helps you scan for wildlife with a set of Stokes Broadwing binoculars.

**ON SALE:**  
**\$329.99**

[Learn More](#)

A Customer says...

"Thank you for prompt delivery of the 2x hummingbird feeders. It was a pleasure doing business with you. I will remember when ever I need replacements."

-Sarah Coulter

Stokes Broadwing Binoculars, by Vortex

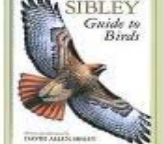


Pack in powerful viewing that helps you scan for wildlife with a set of Stokes Broadwing binoculars.

**ON SALE:**  
**\$329.99**

[Learn More](#)

Sibley Guide to Birds



The Sibley Guide's innovative design makes it easily user friendly. The illustrations are arranged to facilitate identification, yet still capture the unique character of each species.

**ON SALE:**  
**\$29.99**

[Learn More](#)

Ultimate Broadwing House, by Songbird Cedar



## How much are you saying?

Users spend 51 seconds reading the average newsletter.

– Nielsen Norman Group Report: Email Newsletter Usability

## Assist in Scanning

- Ideal number of articles is 3 to 5
- Have visual separation between topics
- Use headlines, bolding and bullets
- Include estimated reading time
- Say just enough to get the reader interested, then **Use Links!**

### Support the AIDS/LifeCycle Fundraising Ride



We're thrilled to report that Black Sheep Adventures will be helping to support the AIDS/LifeCycle again.

The LifeCycle is a 7-day, 585-mile bike ride from San Francisco to Los Angeles to make a world of difference in the lives of people living with HIV and AIDS. Our role will be to drive sweep helping riders

who need mechanical assistance, an energy boost or a lift to the next rest stop.

Please help us support the San Francisco AIDS Foundation by giving what you can. We'll keep helping until AIDS and HIV are a thing of the past.

As a thank you to all who help with this worthy cause, we're offering a 10% discount on our multisport vacations for donors who contribute \$100 or more.

[AIDS/LifeCycle Details »](#)

## A Groom's Guide To Honeymoon Planning

**In This Issue**  
[Where to go?](#)  
[When to start planning](#)  
[Surprise Honeymoons??](#)

**Why Bliss Honeymoons?**



Outstanding service with no service fees.

Free Honeymoon registry

Wedding Solutions Certified Experts

Payment plans available

Great referral program

Travel planning assistance for all your wedding guests

**Planning a wedding is work!**

Maybe you've been interviewing D.J.'s, looking at reception halls, trying out caterers. But the most important job the groom has in the wedding planning process is planning the honeymoon! If you are not sure where to get started, then read on!

**Where should we go?**

That's a great question! Guys if you are planning this honeymoon on your own, let me ask you a few questions.

- **What are you hoping to enjoy while on this trip?** Beaches? Great food? Casinos? Cultural activities? While some couples want relaxation and a good swim up bar, others want museums and an opportunity to learn something new.
- **How much time do you have?** If you have 5 to 7 days, then a Caribbean or U.S. destination may be best. If you have more than 7 days, then Italy or Greece may be a possibility as well.
- **Where have you always fantasized about going?** Most couples choose a destination that neither have been to before so that they can see it for the first time together. Italy, Aruba, and Hawaii are some of the most popular honeymoon locations.
- **Bliss Tip:** By choosing a location with a great spa and scheduling a spa day for your new bride, you've just opened up an opportunity for you to play nine holes of golf, and look like a really thoughtful guy all at the same time!



**Bliss Recommends**

[Argo & Lehn Jewelers](#)

[Dance Plus Ballroom](#)

[Capital City Limo](#)

[Something New Designs](#)

[Steven's Catering](#)

[The Honeymoon](#)

**When should I start planning it?**



We often find that grooms wait until the last minute to plan the honeymoon. If there is a certain hotel that you want, and a very strict price range you are trying to stay within, then we recommend that you call us about 11 months before the wedding to get started. While we can put together a great last minute honeymoon, you have to be pretty flexible if you put off planning until a month before the wedding.

**Bliss Tip:** Booking your honeymoon 6 to 9 months in advance allows you to make monthly payments on your trip, and make the most of your honeymoon registry! Your honeymoon registry will be much more successful if you include info about it in your invitations.

**Wait! Can I still have my Las Vegas Bachelor Party too?**

**Yes you can!** Click [here](#) to see a sample of our packages. Bliss has Las Vegas packages in every price range!

**Should I tell her where we are going?**

There is nothing more romantic than surprising your new bride with a fantastic honeymoon.

**Bliss Tip:** make sure that your bride has a passport and that she has enough time off from work to accommodate your honeymoon plans. If you want to keep your honeymoon plans a secret, we promise she won't find out from us where you are going! We can design a packing check list for her that is relevant to the place you will be going without giving away the location.



**Join Our Mailing List**

To schedule your free honeymoon consultation, contact Bliss Honeymoons today! Our Wedding Solutions Certified Experts will make sure your honeymoon is perfect.

Sincerely,

Laura Frazier  
Bliss Honeymoons

- Good use of Headers, bullets and bolding to assist with scanning
- Clean white look with 3 articles and visual separation between each

**In This Issue**

[Where to go?](#)

[When to start planning](#)

[Surprise Honeymoons??](#)

### Planning a wedding is work!

Maybe you've been interviewing D.J.'s, looking at reception halls, trying out caterers. But the most important job the groom has in the wedding planning process is planning the honeymoon! If you are not sure where to get started, then read on!

- Education focused content
- Positions them as the experts

## Including [Links](#) in Your Newsletter

- Are you including links with each section of your newsletter?
  - Doesn't just save white space, let's you track interest
  
- Do your links stand out?
  - Don't mix them into the text or put them just below a line of text
  - Give them white space to increase click rate
  
- Are you using the right wording?
  - A/B TEST to see if a certain phrase gets more clicks

### Marketing Sherpa's Newsletter Test

[Click to Continue](#) 8.53%

[Continue to Article](#) 3.3%

[Read More](#) decreased by 1.8%

## Including Links in Your Newsletter

- Don't miss an opportunity to get people to your website
  - Are you including links behind your **Images**?

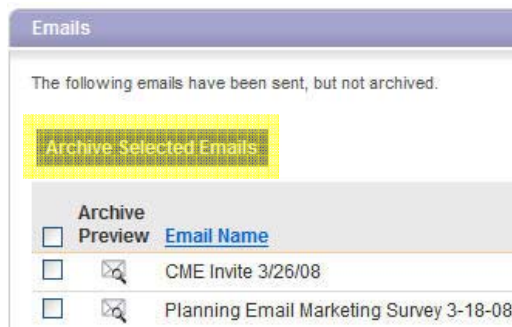
Make image a clickable link to: 

(Example: <http://www.constantcontact.com>)

- Are your links directing readers to an **effective landing page**?
  - Don't dump them on the homepage and make them search
  - Put them right where you want them

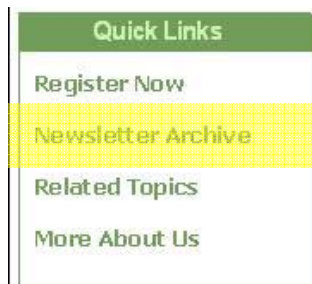
## Including [Links](#) in and to Your Newsletter

Are you giving readers the option to see Past Issues?



How about when they are new to you?

- Link to best issue in new subscriber welcome letter
- Use Autoresponder to automatically send out high performing past issues



# Black Sheep Adventures



**BLACK SHEEP ADVENTURES**  
Multiport vacations that leave the rest of the herd behind!

**Black Sheep Adventures Newsletter** The Latest and Greatest News and Offers  
Volume 2007

**GreenStings!**  
Winter may be well underway here in the Northern Hemisphere, but we at Black Sheep Adventures are staying warm with all our thoughts of upcoming trips to beautiful places!

Head on to find out more about our guaranteed trip dates for 2007, two new AMAZING trip leaders, some tips on winter riding, the Tour of California professional bike race and our upcoming FREE Bay Area day trips.

**In This Issue**

- Guaranteed Trip Dates Now Online
- New Trip Leaders - The AMAZING Legion Brothers
- Winter Riding Tips
- The Tour of California is Coming Next Week
- FREE Bay Area Hikes

**New Trip Leaders - The AMAZING Legion Brothers**

**TO THE SOUTH**

We are pleased to welcome the incredible Legion Brothers into the Black Sheep fold as Custom Tour Designers and Trip Leaders. John and Mike are two talented individuals who bring their intelligence, skills and wonderful humor to the team. They also know a bit about bike touring...but that's a bit understated.

John and Mike just completed an epic 13-month, 16,000 mile ride from Alaska to Argentina. While experiencing the natural beauty and awe-inspiring wonder in traversing two continents they were also raising money for the National Brain Tumor Foundation. In memory of their mother who they lost to the cancer. 20% of the \$75,000 they raised went directly to the charity. To learn more about their "Spinning Southward" journey [click here for their website](#).

To see the trailer from the documentary of their epic tour [click below](#).

**Winter Riding Tips**

We found an article we liked in a local bike coalition's recent newsletter about biking in cold and wet weather. We liked the name, tips it offers and thought we'd share the article with you.

Although, if we may, we'd like to point out a toothy tip: 10) You could really enjoy biking in the coming months if you joined us on a trip someplace warm. Right wrong?

[Link to Article](#)

**Tour of California is Coming Next Week**

If you're a cycling fan and will be in California next week, or can arrange to be, don't miss the biggest stage race in America, the Argen Tour of California. It starts in San Francisco on Sunday February 18th and ends in Long Beach on Sunday February 25th.

[Click below for details.](#)

**FREE Bay Area Hikes**

Have you been thinking of joining us for a day? Why not join us for one of our FREE Bay Area day trips? We have two hikes coming up soon - one in the East Bay and the other on the Peninsula. These hikes are suited for all abilities and are well suited for the time of year.

[Click below for details and to register online.](#)

[Link to Article](#)

**Guaranteed Trip Dates Now Online**

Perhaps it's unsurprising to learn we do things a bit differently here at Black Sheep Adventures. For instance, we typically don't advertise specific dates so we can stay flexible with departure dates and our trips to each of our destinations whenever we reach the wherever/quest/country for a given road.

Well, we realize you may not see uncertainty, so we now formally unveil our new "Current Trip Dates" feature. This is a POP (push out post) feed to our website that allows you to see anytime you want what trips and dates are currently guaranteed to run and still have space available. [Click the link below to see for yourself.](#)

Of course, other dates are still possible and we encourage you to [CONTACT](#) us about your preferred travel dates and destinations to see what we can do for you.

For trip details click on any of the links below to our NEW picture rich, downloadable brochures or, if you're ready to reserve, [click the Book Now link below](#) or call us toll free now!

**866-636-SHEEP**  
866-647-4307

**Current Trip Dates**

[Link to Article](#)

**Brochures to Download (may take a minute to open)**

- [Ego Brochure](#)
- [Cape Cod Brochure](#)
- [Death Valley Brochure](#)

[Holland Brochure](#)

- ["NEW" Hapa Brochure](#)
- [Book Now](#)

**Join our mailing list!**

enter email

- Clear Branding
- Table of Contents
- Five articles
- Clear Separation between topics

- **Use of links with each section**
  - Saves white space and allows for tracking interest

[Link to Article](#) »

[Tour of California Details](#) »

[Hike Details](#) »



## Improve your love life!

Okay, well, maybe not your love life. But our new FREE resource will improve your writing.



[Download](#) *126 Tips and Tricks Guaranteed to Improve Your Communications* now!

## Adams Jette Marketing + Communications

100 Argyle Avenue, Suite 202  
Ottawa, ON, K2P 1B6  
Tel: 613.235.5445  
FAX: 613.235.5514  
[info@adamsjette.com](mailto:info@adamsjette.com)  
[www.adamsjette.com](http://www.adamsjette.com)

## Looking good!



*[A monthly article written to help you get more people to buy—or buy in.]*

Your reputation is critical to your success—everybody knows that. But are you sabotaging your reputation inadvertently because of errors on your website or in your brochures, annual reports or other public documents?

Everything you do influences what people think about your brand, company or organization—and you. If they are going to be influenced, why not make sure it is influence that works for you?

Despite our very best efforts, we all make mistakes. However, you'd be wise to acknowledge that appearance matters and take steps to ensure a great presentation. After all, you wouldn't head out for work wearing a shirt you had slept in, would you?

It's especially difficult to see our own mistakes, so it's always a good idea to have your material proofread by a fresh pair of eyes. Better yet, have it written by a professional or at least have it edited for grammar, diction, style, spelling, clarity and, more than anything, understandability.

And enjoy the competitive edge that comes with looking your very best.

[Read past issues and articles...](#)

## Marketing & Communications Small Business

- Effective Preview Pane
  - Branding and clear benefit
- Provides educational material - bright ideas, tips and tricks
  - Keeps their business top of mind

- **Includes links to Past Issues**
  - Gets readers to the website



For the week of June 18, 2007:

### Atlas News

**Important Notice: All Atlas Travelers Must Have Profile in Our System by July 1st**

**Easily Update Your Traveler Profile From Your Atlas e-Invoice!**

**Savvy Travel Shop Celebrates First Anniversary!**

### Industry News

**Delta Launches Online Auction for SkyMiles Members**

(Estimated reading time: 3:59)

**Continental Signs Codeshare Deal with US Helicopter**

(Estimated reading time: 0:34)

**Airport Update: New York, San Francisco, Dallas/Fort Worth, Fort Lauderdale, Atlanta**

(Estimated reading time: 2:29)

**JFK First NYC-Area Airport to Offer Cellphone Parking Lot**

(Estimated reading time: 1:16)

**"Yotel" Opens at Gatwick Terminal**

(Estimated reading time: 0:30)

**Passport Update: Glitches Run Rampant in Wake of Waiver; Government to Reimburse Some Applicants**

(Estimated reading time: 4:46)

**DHS Moves Forward with Proposed Biometric Check-in**

(Estimated reading time: 1:47)

**Passenger Bill of Rights Stalled in Congress**

(Estimated reading time: 5:56)

**Looking for Eco-Friendly Hotels? Here's Where to Start**

(Estimated reading time: 3:06)

**For Meeting Planners, Shift in Hotel Ownership to Real Estate Investors Has Impact on Negotiations**

(Estimated reading time: 8:24)

- Plenty of white space even with a lot of news to share
- Broken into Company news and Industry news
- Descriptive Headlines with links
- Let's readers easily read only what interests them

## ■ Estimated Reading Time

### Industry News

**Delta Launches Online Auction for SkyMiles Members**

(Estimated reading time: 3:59)

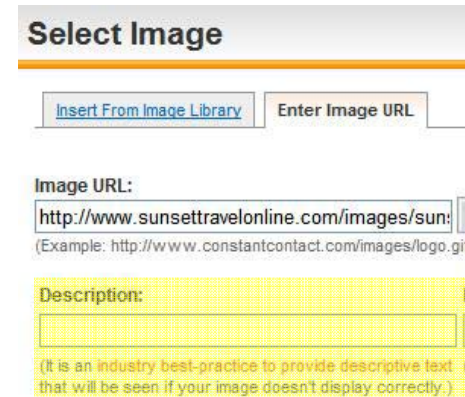
**Continental Signs Codeshare Deal with US Helicopter**

(Estimated reading time: 0:34)

## Including Images in your Newsletter

- The smaller the image size, the faster the download time
  - Suggested image size for emails is, at most, 100 KB or 600 pixels across
  - 1 KB = 1,000 bits/bytes
  - 3 to 5 images per newsletter
- Accommodate recipients that have images blocked
  - Let them know who that email is from
  - Include your company name as text
  - Let them know what was supposed to be where that Red X is
  - Add a description with each image (alt tags)
  - Provide a web hosted version:

Trouble viewing this email? Read it on the Web [here](#).



**Select Image**

[Insert From Image Library](#)

**Image URL:**  
  
(Example: http://www.constantcontact.com/images/logo.gif)

**Description:**

(It is an industry best-practice to provide descriptive text that will be seen if your image doesn't display correctly.)

59% of consumers and 90% of business email user view emails with images turned off. - MarketingSherpa 2008

# Gift Basket Originals

**Gift Basket Originals Newsletter** April 2007


**Dear Gift Basket,**

Welcome to our April newsletter! We bring you interesting facts and ideas for the gourmet food & gift industry, coupons & more! If you have any suggestions or things you would like to see in our future newsletters please let us know at [Cindy@giftbasketoriginals.com](mailto:Cindy@giftbasketoriginals.com)

**In this Issue**

- How did Administrative Professionals Week get started?
- Importance of saying Thank You To Your Clients
- New Products


**How did Administrative Professionals Week get started?**



Administrative Professionals Week recognizes and celebrates the work of secretaries, administrative assistants, and other office professionals for their important contributions to the workplace. In the United States, it is customary to take administrative professionals out to lunch on this day, and/or to give gift baskets, flowers or other gifts of appreciation. Administrative Professionals Week was originally organized as "National Secretaries Week" by the International Association of Administrative Professionals (IAAP) and a consortium of office product manufacturers in 1952. Mary Barrett, president of the National Secretaries Association and C. King Woodbridge, president of Dictaphone Corporation, were serving on a council charged with addressing a national shortage of skilled office workers that existed at the time. Together with Harry Klamfuss, public relations account executive at Young & Rubicam, they originated the idea for a secretaries week. The first National Secretaries Week held June 1-7, 1952, with Wednesday, June 4th designated National Secretaries Day.

**Importance of saying Thank You To Your Clients**

Have you thanked your customers lately? We can help you say thank you to those who make it possible for you to do what you do! Let's face it, without them you would have no company! All we need is the recipient's name, address, phone number and the message for your card! We do the card, we ship it. You get the recognition. What are you waiting for? They say it is the thought that counts - but we can help make your thought leave a lasting impression, whatever your budget may be! Give us a budget and we can customize a gift program just for you!



**New Products**

Initial koozie's and key chains, extensive line of monogrammed glass and ceramics at reasonable prices, 3-5 day turn around time! From Mud Pie: C.E.O. Line of Baby products, New Bridal accessories (frames, tote bags & make up bags, Mother of the bride and Bridesmaid gifts) From Carson Home Products: Artstone Angels (Courage, family, mother, sister, faith, etc.) From Our Name is Mud: Hilarious Ceramics! Mugs, bowls, wine corks etc.!

email: [cindy@giftbasketoriginals.com](mailto:cindy@giftbasketoriginals.com)  
phone: 770-271-5681  
web: <http://www.giftbasketoriginals.com>

**Free Delivery**

Refer a new customer in the month of April or May and receive free delivery or shipping on your next order! (Have them tell us you referred them when they place their order and we will send you a free delivery gift certificate)

**Offer Expires: 5/31/07**

## in this issue

- How did Administrative Professionals Week get started?
- Importance of saying Thank You To Your Clients
- New Products

## How did Administrative Professionals Week get started?

- Includes Table of Contents
- Three Main Focuses
- Clear Headlines with visual separation
- Education and then Promotion

## ■ Four Images

– Not too cluttered

– Text surrounding images for those with blocked images

## Have you looked at the Text version of your newsletter?

The text version is likely seen by about 15% of your list.

– Return Path 2007

- You can Preview and Edit just the text version

[Edit Text Version](#) ⓘ

- Optimize the text version
  - Make sure your Company Name immediately appears
  - Get rid of Navigation Links
    - PDA's display full links instead of link names which can take a lot of space

~~~~~  
~~~~~  
Summer Travel Tips & Specials  
~~~~~  
~~~~~

Hot Deals

Use this paragraph to entice your prospects and customers to explore new travel opportunities. Describe the view, include fun facts about the area and tell them about surrounding activities. Make sure you include a photo to make your newsletter more appealing.

~~~~~  
~~~~~  
Dear Marie,

Your introduction sets the tone for your newsletter and encourages the recipient to read further. Your style may be warm and casual, or technical and no-nonsense depending on your audience.

~~~~~  
~~~~~  
Spotlight

Use this paragraph to entice your prospects and customers to explore new travel opportunities. Describe the view, include fun facts about the area and tell them about surrounding activities. Make sure you include a photo to make your newsletter more appealing.

## Are you sending a **TEST** of your newsletter?

- Do the links work?
  - Landing page a direct connection to why they would click through.
- What does it look like with images off?
  - Enough descriptions / text for those with blocked images.
- How does the text version look?
  - Extraneous lengthy links removed
- Is it going into the bulk folder?
  - Avoiding spam like content / design

Send a test version of your email to yourself, and to others including a personal message. Up to 5 addresses may be entered separated by a comma ",".

### Email Address(es):

cshahar@constantcontact.c  
om

(Separate multiple addresses with a comma ",")

### Personal Note:

Send both HTML & Text versions

Send

## Spam

- Measures your familiar look and feel, relevancy and frequency

## Opt Outs

- Some is okay, but a spike is a sign your content is not relevant

## Opens

- Measures effective subject lines, timing and frequency

## Clicks

- Measures effective content, layout, link placement and wording

## Forwards

- Sign you are giving subscribers what they want!

<u>Email name</u>	<u>Sent</u>	<u>Bounces</u>	<u>Spam Reports</u>	<u>Opt-outs</u>	<u>Opens</u>	<u>Clicks</u>	<u>Forwards</u>
<u>Winter Newsletter 07</u>	<u>40</u>	27.5% <u>(11)</u>	0	0	72.4% <u>(21)</u>	61.9% <u>(13)</u>	14.3% <u>(3)</u>

B to B

B to C

Open Rates	20-29%	10-19%
Click Rates	5-10%	2-5%

Marketing Sherpa, 2007

## Compare Apples to Apples

Benchmark and go for Improving ***Your*** Numbers

- Metrics vary by industry, value proposition, length of customer life cycle, audience, age of list, etc.
- There are no good metrics other than your own to measure success against

## Improving your Newsletter Metrics

- Create Benchmarks of your report data and then **TEST**
- Make **One** change at a time
  - Subject Lines / Headlines / Link text - determine what words hit your audience's hot buttons
  - Format, design, copy style, placement – look at your clicks report
  - Content / Segmentation – look at your clicks, opt out and spam report

## The Opt Out Report

### Are you making full use of your unsubscribe page?

- Did you know that people that unsubscribe are given a comment box?
  - Did you know you can export the comments to see why people are unsubscribing? (FAQ#1606)
  - Are you monitoring and acting on it?
- ✓ Identify where to make improvements to your newsletter program.

#### You have successfully unsubscribed

Thank you - We have received your unsubscribe request and have removed [cshahar@constantcontact.com](mailto:cshahar@constantcontact.com) from our list.

We are sorry to see you go!  
Please take a moment to tell us why you chose to unsubscribe. (optional)

150 characters remaining

Submit

## The Opt out and Spam Report

Are you sending too often or not enough?

- Average touch rate is twice a month
  - E.g. Newsletter and update/promotion
- Communicate at least 4 times a year
  - Stay “top of mind”
- Don’t over promise
  - Better to provide a good monthly newsletter than a mediocre weekly one
- Under promise and over deliver
  - If you have something to say and it is relevant, send a card layout

Note: You don’t have to keep up with the magic day and time to send if you are sending valuable content.

## Your past newsletters can help Refine your overall Strategy

### Print out your Newsletters

- ✓ Find similarities in what's getting good / poor results

### Does your newsletter have hot spots?

1. Record the Click Rate for each link
2. Color code all the links that perform higher than average, average, and below average
3. Do your emails have consistent hot spots where you see above average clicks. If so, capitalize on this real estate in future emails

### Does your audience respond better to certain content, layouts, timeliness?

1. Compare your open and click rates  
Click to Open Rate (CTOR) =  $\frac{\text{unique clicks}}{\text{unique opens}}$
2. Find similarities among high performers
3. If you find that all the newsletters you've sent with How To's had high CTORs, design future emails using that lesson

## Have the Right Mindset



### Remember:

Newsletters are not about immediate purchases

Newsletters are about building Satisfaction and Loyalty so subscribers are more likely to:

- ✓ Purchase from you
- ✓ Recommend you to others

# Want more on what we covered today?



<http://www.constantcontact.com>

Home | Email Marketing | Online Surveys | Customer Examples | Pricing | **Learning Center**

Home » Learning Center » Live & Recorded Webinars

**Live & Recorded Webinars**

Our webinars are hosted by online marketing experts, and they deliver an information-packed experience. You can ask questions, hear your peers, and see for yourself how email marketing and online survey work.

**Best Practices Webinars**

How do you make the most of email marketing and online surveys as powerful tools for your business? Our "best practices" interactive webinar series is designed to help you do just that. Join us live as we discuss key topics to make your communications more effective. Or, if you prefer, you can choose our pre-recorded versions and learn at your own pace.

Email Marketing	Online Survey
<b>Live</b> <ul style="list-style-type: none"><li><a href="#">Building Better Lists</a></li><li><a href="#">Creating Marketing Emails</a></li><li><a href="#">Email Deliverability</a></li><li><a href="#">How to Boost the Response to Your Emails</a></li><li><a href="#">Newsletter Makeover</a></li><li><a href="#">Planning Email Marketing</a></li><li><a href="#">Promotions Planning and Design</a></li><li><a href="#">SEO, Blogging and Email</a></li><li><a href="#">Subject Line Design</a></li></ul>	<b>Live</b> <ul style="list-style-type: none"><li><a href="#">Creating an Online Survey 101</a></li><li><a href="#">Creating an Online Survey 102</a></li></ul>

## Additional Free Live Webinars

### Email Marketing Demo

Watch live as we get into the Constant Contact tool, pick a template, create and send a newsletter.

<http://www.constantcontact.com/learning-center/webinars/live/index.jsp>

### Survey Demo

See how to use Constant Contact's survey tool to create surveys and polls, include them in your newsletter, and what can be done with your results.

<http://www.constantcontact.com/learning-center/webinars/live/index.jsp>

### Subject Line Design

Get more in depth knowledge of writing a subject line that will get opens and keep you out of the spam folder.

<http://www.constantcontact.com/learning-center/webinars/live/details/Subject-Line-Design.jsp>

### Deliverability

Learn more about being labeled as spam and getting blocked by ISPs.

<http://www.constantcontact.com/learning-center/webinars/live/details/Email-Deliverability.jsp>

### Building Better Lists

Explore best practices to grow your email list.

<http://www.constantcontact.com/learning-center/webinars/live/details/Building-Better-Lists.jsp>

### Recorded Tutorial:

Create a Poll – Why and how to create a poll.

[http://www.constantcontact.com/display\\_media.jsp?id=25t](http://www.constantcontact.com/display_media.jsp?id=25t)



**Constant Contact**<sup>®</sup>  
Connect. Inform. Grow.

## Download the Handout

Slides we covered today along with additional material:

- Newsletter Makeover Checklist
- Reviewing your newsletter Sign Up Process

Questions?



# Newsletter Makeover Checklist



- Are you using a recognizable From Name and consistent From Email?
- Is the Subject Line have a recognizable title and benefit?
- Do you have a Logo and consistent Color Palette in place?
- Does your brand and a clear benefit appear in the preview pane?
- Is your content at least 85% Educational?
- Is your content valuable and Relevant to your readers?
  
- Are you using clear headers, bullets and bolding to assist with scanning?
- Do you have 5 or less main focuses?
- Did you include links that stand out with each focus?
- Do you have 5 or less images?
- Did you make your images clickable?
- Did you include a description with each image?
- Do you have a prominent forward to a friend link?
- Do you have a prominent subscribe me link?
- Did you use the anti-spam checker?
- Did you preview and optimize your text version?
- Did you send a test?

# Getting Newsletter Sign Ups



## What is your Sign up process like?

### Take a walk through and ask yourself:

- How much Effort is it?
  - Can you require Less information?
    - Only ask for what's Needed to send Relevant emails
    - Requiring just Name and Email gets highest number of subscribers
    - Want more, ask for it with a survey later
- Are you asking for the email address twice?
  - Avoids a bounce / lost prospect
- Are you asking for the Right information?



#### Registration

Thank you for joining the Sunset Travel mailing list. We look forward to keeping you informed.

Your Email Address: htoby@hotmail.com

Re-type Your Email Address:

#### Your Interests

Please select the areas of interest for which you would like to receive occasional email from us.

- Monthly Promotion
- Caribbean Vacation Specials
- European Vacation Specials

#### Your Information

Please provide your information here. Items marked with an '\*' require a response for signup.

First Name\*:   
Last Name:   
Home Phone:   
Address Line 1:   
Address Line 2:   
City:   
State/Province (US/Canada):   
Zip/Postal Code:

I would like to receive text only email campaigns

## What's the First Impression your giving?

### Review your Welcome Email

- Do links already in use still work?
- Are you using personalization?
- Is it warm and engaging?
- Does it highlight the benefits of your email program?
- Does it make them feel part of a privileged group?
- Does it provide immediate gratification?
  - Include a **snapshot** of what the newsletter will look like
  - Include **links** to newsletters that did particularly well in the past
  - Provide a **special offer** just for newcomers
- Does it adequately explain the frequency and type of content you will be sending?

# The "After" Welcome Email

## Design Includes:

- ✓ Personalized greeting
- ✓ Frequency
- ✓ Exclusive feel
- ✓ Preview
- ✓ Links to past issues

### Sunset Travel

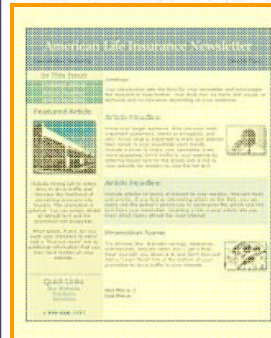
Welcome!

Dear Tim,

Thank you for subscribing to, " Travel News for the Adventurous!"

**This bi-weekly E-Newsletter will focus on helping you turn any place, from your backyard to Europe into a fantastic, affordable adventure. You can look forward to little known travel secrets and exclusive deals.**

It will be mailed to you at this address every other Wednesday and will look like this:



If you are ready to dive in, [I would recommend these past issues.](#)

Thanks again for signing up. If you have any topics you would like to see covered, feel free to [email me](#).

Best Regards,

Tim Burton