How to Set Up an Email Newsletter

Manufacturing Marketing Group (MMG)

MMG

Speaker Introduction

- Dozens of email newsletters over the past 10 years

- 25 years experience sales and marketing

- Digital marketing technology specialist

- Discovered what works and what doesn't work first hand

Agenda

1. Choose a relevant theme

2. Technology options

3. Create the subscription backend

4. Get and keep subscribers

5. Set up an editorial calendar

6. Measure results & benchmarks

7. Q&A

What is an Email Newsletter?

- Email sent to a list of people who proactively choose to receive your email

- Sent on a regular and predictable schedule

- Provides useful information to the subscribers
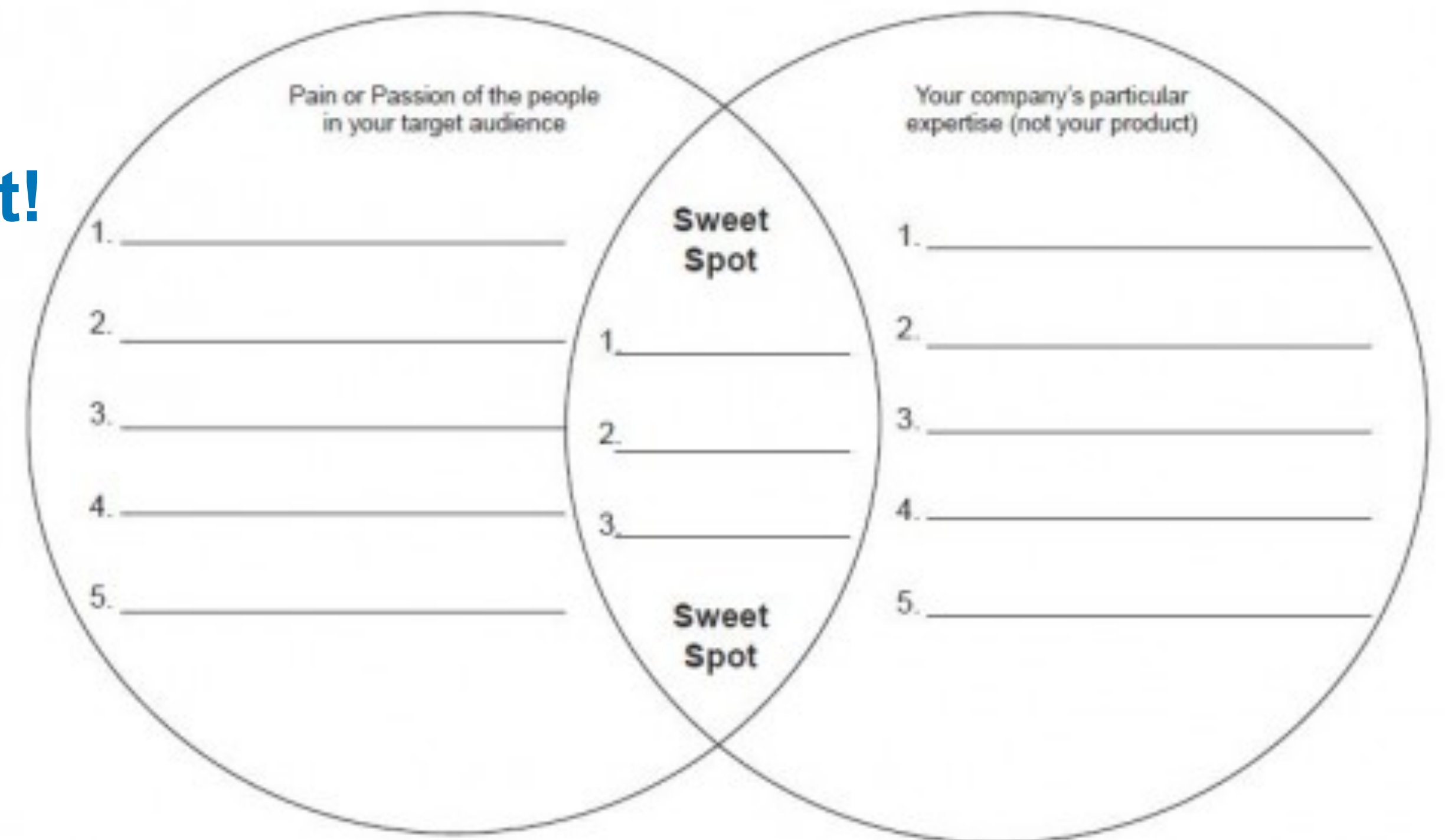
Benefits of an Email Newsletter?

- Proves your expertise

- **TOMA**

- Positions your company first in line

Blog - 5 Benefits of Having an Email Newsletter

1. Choose a Theme

- Understand your audience - do a survey if needed

- What is their pain, problem, or aspiration?

- Give them something they can use

- **Get the Sweet Spot Topic worksheet!**

Pain or Passion of the people in your target audience

1._____
2._____
3._____
4._____
5._____

Sweet Spot

1._____
2._____
3._____

Sweet Spot

Your company's particular expertise (not your product)

1._____
2._____
3._____
4._____
5._____

2. Technology

- **Don't try to use your email client**

- Email Service Provider

- Marketing Automation

- Many moving pieces

  - Create email, test, deliverability, subscription, unsubscribe, bounces, collaboration, approval, measurement

3. Subscription Backend

- **Need a machine in place to build your list**
    - Pop-ups
    - On-page forms
    - CTAs
    - Subscription center
    - Continuous offers
- **Need to manage your list**
- **This is where your technology comes in**

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4. Get and Keep Subscribers

- **Make a plan**

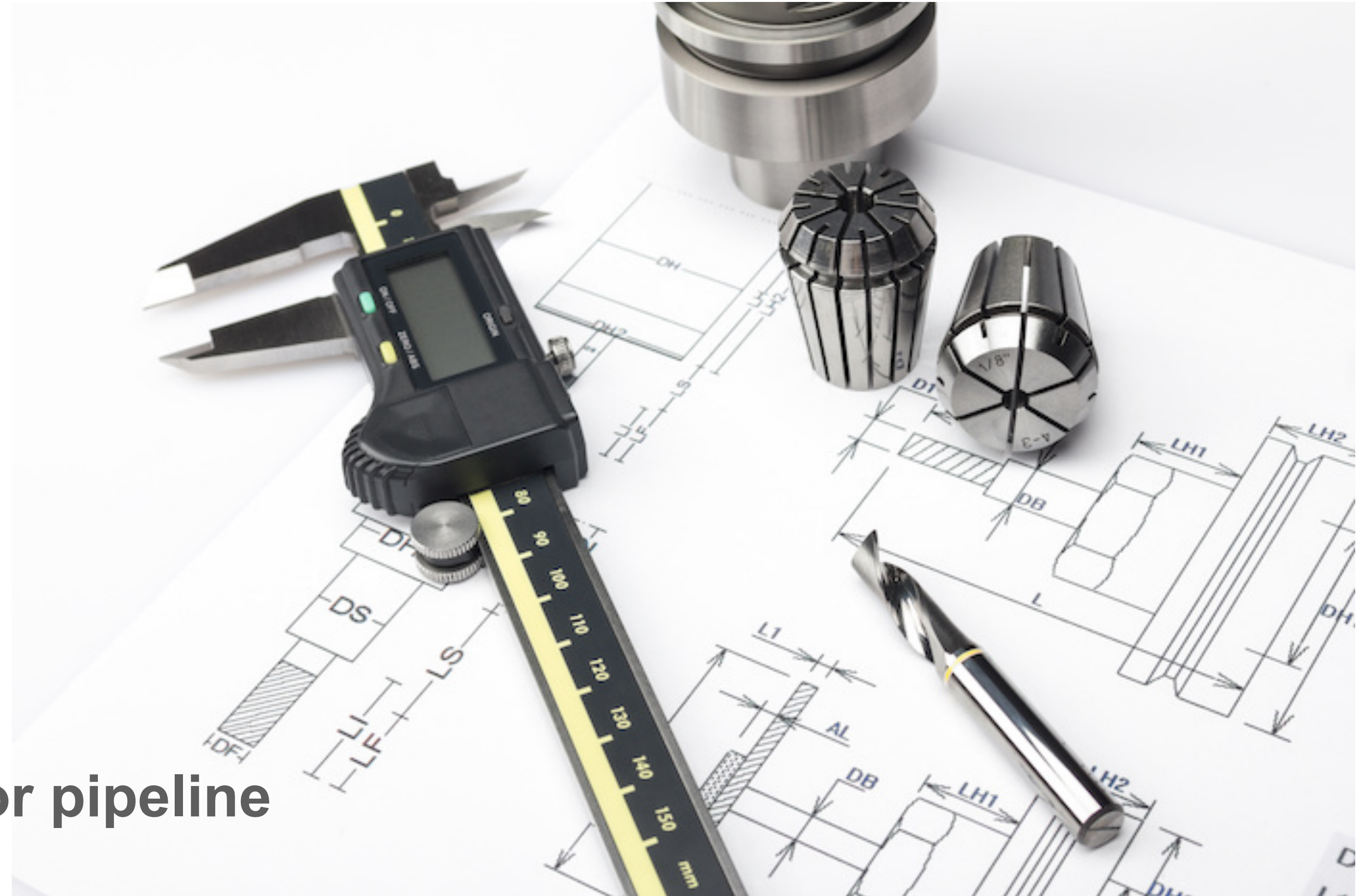- **Offer value and prove it**

5. The Editorial Calendar

- **No excuses!**

- **Maintain the theme**

- **Assign responsibilities**

- **Choose a process and timeline for draft due dates and approval deadlines**

6. Measurement & Benchmarks

- **KPIs**
  - Open rates
  - Click-through rates
  - Conversions
  - New leads
  - New customers

- **Look at trends**

- **Optimize**

- **Report influence on revenue or pipeline**

Blog - The 10 Best Marketing KPIs

Summary - take these steps

1. Choose a relevant theme

2. Use technology

3. Manage the backend

4. Have a plan to get subscribers

5. Make an editorial calendar and stick to it!
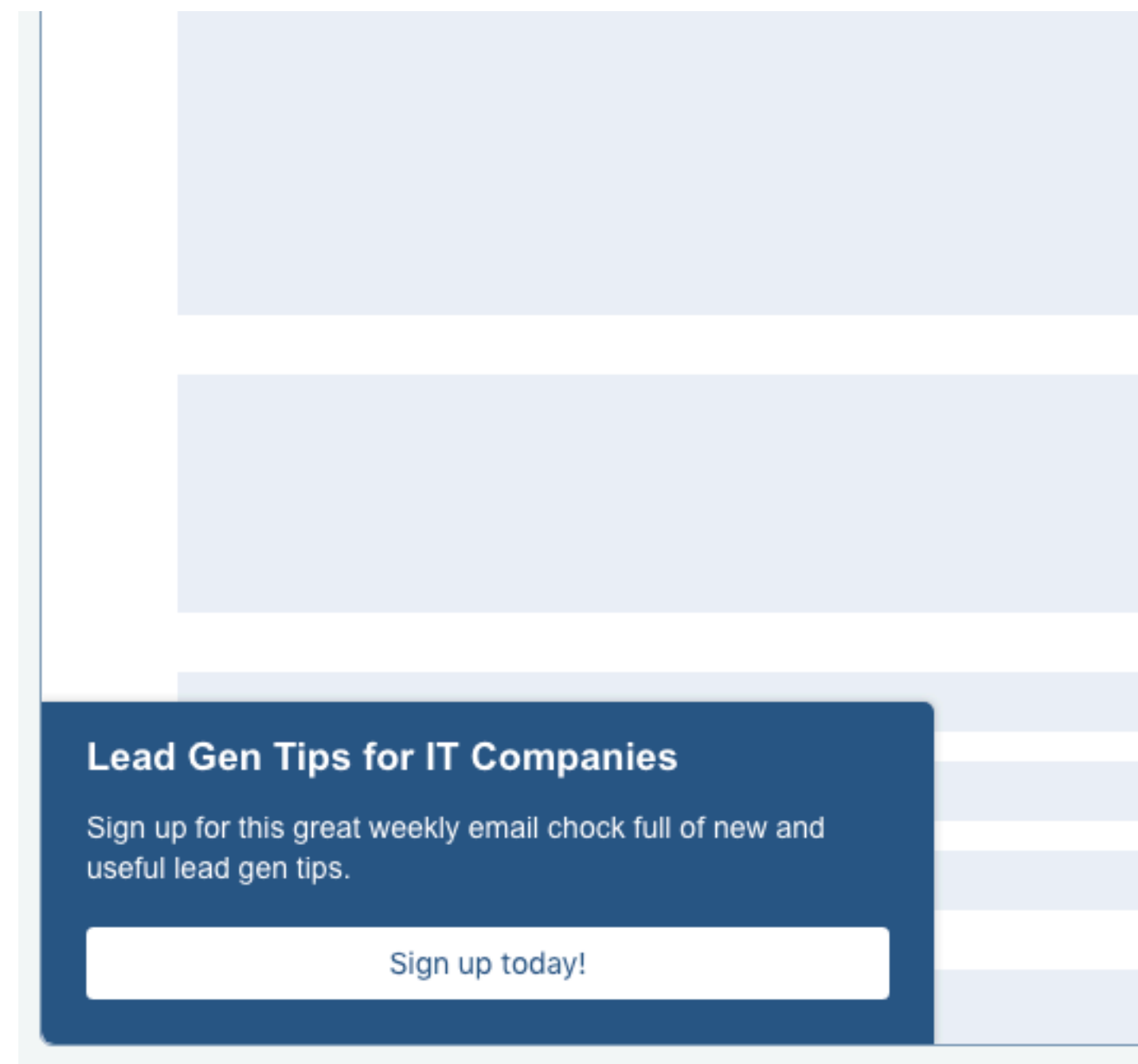
6. Measure, benchmark, and report

Questions & Answers

Please type in your question to the Question Panel

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11/14 How to Set up a Lead Generating Landing Page
12/12 How to Create a Conversion Path for Lead Get
1/16   How to Execute a Webinar