

SEA Notes for Newsletters SEA Side Chat

Notes by Steph Auteri from 10/14/2021 Chat

Topic: Newsletters

Challenges with Newsletters:

- setting goals around purpose, frequency, who we hope to reach, and what we hope to accomplish
- what to include
- how to promote it and build a solid subscriber base
- which platform to use
- to monetize or not to monetize

Platforms:

Steph has used MailChimp, TinyLetter, and Substack. She likes Substack the most because of how simple and intuitive it is to use and how easy it is to monetize. There has been controversy over who Substack gives a platform to, but some marginalized populations believe it's important to maintain a presence on the platforms on which they're being forcibly pushed out.

Several members are thinking of using Patreon because it allows you to offer multiple products and services through tiered subscription levels.

Carrie says that Kajabi does it all and might be especially useful for those who are also hosting online classes, though Wendy points out they're not a learning management system, nor do they do translations.

Promotion tips:

- Put a pop-up on your website
- Have registration lists at your events that enroll people to your newsletter (though of course being open about the fact that they'll be added)
- have a lead magnet, a piece of content you create that entices people to sign up for more
- might list-building courses be useful? Nadine once recommended Gemma Bonham Carter to me and I know she does this sort of thing.

Other issues:

Information overload. What's the right amount of content to include in a newsletter when people are just drowning in content all the time? Can things get too dense?

When I asked about people's goals for their newsletters, Wendy had a target audience and a mission statement all ready to go, so I gave everyone else homework to write down: who their target audience is, what they might find valuable, and what their newsletter's mission statement is.

Possible topics for future sessions:

- how to start doing online courses
- how to use analytics more effectively with our newsletters (but possibly also with all our platforms?)

Additional Notes and Resources curated by Kim Cook:

Links:

[EmailOctopus](#)

<https://zapier.com/learn/email-marketing/best-email-newsletter-software/>

<https://blog.hubspot.com/marketing/email-newsletter-tools>

<https://www.wpbeginner.com/showcase/best-email-marketing-services/>

<https://convertkit.com/email-newsletter-tools>

<https://www.campaignmonitor.com/blog/email-marketing/6-straightforward-ways-to-grow-your-email-list-in-2020/>

<https://blog.hubspot.com/blog/tabid/6307/bid/32028/25-clever-ways-to-grow-your-email-marketing-list.aspx>

3 key elements of all engaging newsletters

- **Relevant** – it relates directly to the reader's industry, interest and topics they care about.
- **Interesting** – it entertains, educates or delights the reader.
- **Valuable** – it teaches the reader or provides them with something they find useful.

What makes email newsletters so great?

3 key elements of all engaging newsletters

1. Choose your focus
2. Keep it simple, keep it catchy
3. Include third party content for more engaging newsletters
4. Include user-generated content
5. Connect to trending topics or events
6. Use social media as a teaser
7. Be consistent but provide something unique

Source: <https://www.mailjet.com/blog/news/7-tips-creating-engaging-newsletters/> <https://www.copypress.com/blog/8-tips-creating-newsletters/>

39 Creative List Building Techniques

How To Grow Your Email List Using Email

- 1. Create unique email content.**
- 2. Encourage subscribers to share and forward your emails.**
- 3. Segment your email lists by buyer persona.**

In fact, marketers who used segmented campaigns noted as much as a **760% increase in revenue**.

- 4. Reinvigorate a stale email list with an opt-in campaign.**
- 5. Add an opt-in link to your employees' signatures.**

How To Grow Your Email List With New Content

- 6. Create a new lead-generation offer.**

Create a new **gated** lead-generation offer, like a free **ebook**, and host it on a landing page that asks visitors to provide their email to download it.

- 7. Create a free online tool or resource that requires sign-up.**
- 8. Create additional bonus content.**

How To Grow Your Email List Using Social Media

- 9. Promote an online contest.**

10. Promote a lead gen offer on Twitter.

11. Use Pinterest to promote gated visual content.

source: <https://www.yieldify.com/free-guides/email-list-building-strategies/>