

Pre-Flight Checklist - Successful E-Newsletters

1. Clear Objective

Do you want to entertain, educate, inform, promote your product, sell your service, invite comment, and develop a community? Make the number one priority obvious.

2. Response Required

What action do you want from the browser? Book online, call, email, visit website, recommend a friend, enter a competition, click BUY NOW? Make it clear and EASY to do. Too much choice leads to indecision and a click onto someone else's site.

3. Strong Branding and Proposition

Customers probably receive loads of emails and SPAM; they all look the same. Brand your e-newsletter so they know it's you immediately. Make an offer they can't refuse.

4. Subject Header and Opening Headline

51% will look no further than the subject header before deleting so it has to hit home hard in five words. Only 10-20% will scroll down so put your key message in the top third. Make the opening line text as spam filters stop picture download. Average opening rates are less than 10%.

5. Text E-newsletter and Website for Full Colour

Spam filters are starting to reduce opening rates. Consider text e-newsletters with an option of viewing the full colour version on the website. Added benefit to them is less risk of virus. Benefit to you is they are immediately drawn into your website which has far more content and therefore opportunity to make an impact.

6. Bullets with Hyperlinks

Viewers do not read the screen like a print brochure; they will scan for points of interest. Get their interest within 5 seconds and offer a click through hyperlink to the appropriate website page. Too much text in big blocks is a turn off.



7. Copy That Appeals To The Reader Not The Author

Who are you talking to? What style, tone, language, font size, content will appeal to them? Consider you may have very different customer profiles so you may need more than one version. Changing one word on a page of copy can significantly alter the click through rate. What do they want to read or receive in an e-newsletter? It is a great idea to ask them what they like/don't like. An incentive will result in a better response especially for detailed feedback.

8. Measure Response

Can you track what interests them? Using hyperlinks to the website means you can see which links they use most.

9. Easy Contact

Have lots of phone icons, email and brochure request links and at least one on every page. Make it just one click to make contact. Make sure they don't have to hunt around for it.

10. Frequency

This depends on content and purpose but it is a good idea to offer the choice of daily, weekly or monthly options if the range of customer profiles is varied.

