

7 tips for making an effective newsletter

In the world of millions of emails received every day by everyone, standing out in bold relief is the key to getting your newsletter read. It doesn't mean you have to be individual at a push – that can make it even worse. To earn your audience's attention, you just have to follow the basic steps of creating a newsletter and goosing it up to be one step ahead of the rest. What are the basics of a good newsletter?

Define your target group

Defining your target group is the very first step to making everything effective and successful. Why is this so crucial? Just imagine a situation when you see an email with a catchy header, cool graphics, and delightful layout... but it tells you about a product that is unsuited to you. You won't buy a thing that you won't use, right? The same as your audience.

Take your time to define very precisely who your potential client is and who is definitely not. Sending emails to the first group is the first step to increasing your open rate.

Make an interesting header

But even if you have a well-built client base, probably they will not open your email if you will not interest them enough to do so. Remember what we told you in the first sentence of this story? The header of your newsletter has to be so attractive that people will open your mail instead of dozens of other emails. But what does "attractive" really mean? It depends on what your target group likes – and that's why defining the target group turns out to be a major thing. If you know their taste, problems, and interests, you will know what turns them on. Apply this knowledge to your headers, spice it up with emotions and see how the open rate rises above the sky.

Use Responsive Web Design (RWD)

The year 2016 was a breakthrough in internet traffic – in July 2016, there were more mobile internet users than desktop users. Today, the ratio is 75% mobile users to 25% desktop users, which means that your emails will be read on mobiles first. You have to assure them that they will be able to open your newsletters on their devices, whatever screen size they have.

By "mobile devices" we mean not only smartphones, but all devices that are not desktop computers: tablets, iPads, and laptops. You likely realized now that they have various screen sizes – and your web page has to open properly on all of them.

How often should you send emails?

Ironically, the most precise answer is that it depends. Firstly, you have to know when your audience usually has time to open and read emails. You can predict it from their supposed lifestyle and habits, based on observation of them in internet forums, social media groups, or comments under social media posts or blog posts. The results of that observation will be an insight. Secondly, you have to check if they actually do it – and there is no better way than just testing it. You can try newsletter software that makes statistics of email opening hours. After getting this knowledge, you will be able to send emails for the best part of a day and make the open rate get higher and higher.

Summary

There is a Spanish proverb that says He, who knows how to live, knows enough. We could rephrase it to He, who knows his audience, gains a high open rate.