

Anatomy of an Email Newsletter

What is my subject line?

How will I structure my layout?

What is my other content?

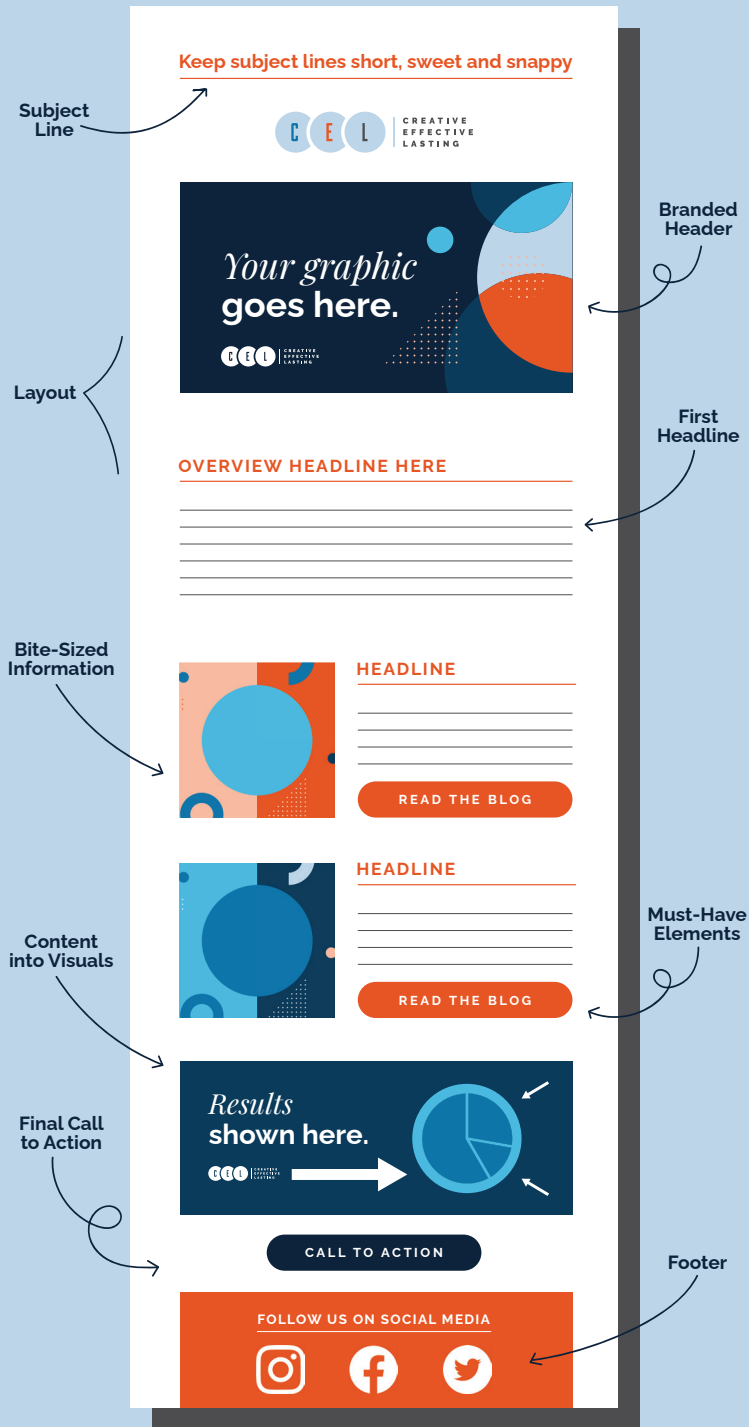
What written content can be displayed visually instead?

What is my header?
Is it branded?

What elements will make the reader stop their scrolling?

What are my call to action(s)?

List your other ideas here!



THREE MORE TIPS

1

Reduce your workload by incorporating user-generated content.

2

Connect your newsletter content to your strategic plan and SMART objectives.

3

Evaluate newsletter analytics to track growth and improve the user experience.