



How To Create **Irresistible** Newsletters

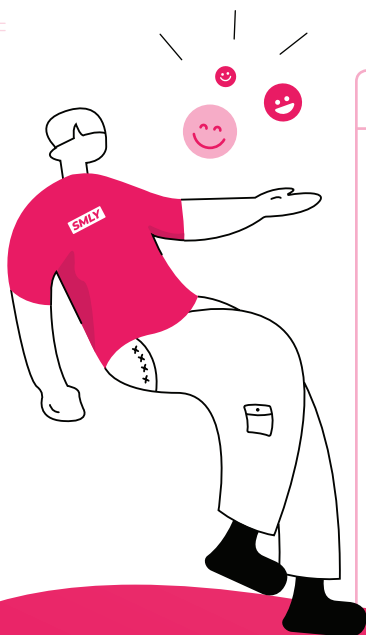


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Build strong client relationships



Strong client relationships can help grow your business, build your brand loyalty and reputation. However, maintaining these relationships takes time and effort. It requires regular communication with your clients and prospects.

No surprise that all types of businesses, big, medium and small, use email marketing to keep in touch with their customers and leads. Email marketing offers efficient and cost-effective ways to understand your client base, learn their preferences, introduce your brand mission and vision, your values, and promote your products or services.

Newsletters are one of the best marketing emails to help you establish and develop client relationships. They are one of the most popular emails too. A study conducted in the U.S. shows that **only 13% of internet users do not receive any newsletters.** ¹

Read on and learn how to create irresistible email newsletters. Don't forget to **subscribe to Smaily emails** for more tips and tricks!

Benefits for your business



We recommend that newsletters become a part of your marketing strategy. Give your subscribers a chance to know you and your business without spending huge amounts of time and money.

**Join Smaily family and get useful
newsletters about Email Marketing**

Subscribe



Regularly deployed newsletters can bring many benefits, including:

- ✓ maintain relationships with your subscribers, clients and leads
- ✓ increase brand loyalty and awareness
- ✓ gently promote your products and services
- ✓ help you build your reputation
- ✓ showcase your expertise
- ✓ inform and educate
- ✓ drive traffic to your website, landing page or e-commerce shop
- ✓ increase referrals

Make a thorough plan



Successful email campaigns are well-planned. Thus, creating a detailed newsletter strategy should be one of your priorities. Having a plan will not only save you time in the long run but will also help you craft more relevant and targeted content, design those catchy visual elements and help you prepare your database for segmentation.

The 5 Ws of the Email Marketing

1

Why

Why do you want to send this email? Why should the recipients open it? Why should they click on your links?

2

What

What do you want your subscribers to do? What will your email contain? What is the purpose of your newsletter?

3

Who

Who is going to get the email? It is important to segment your database to achieve the best results.

4

Where

Where will your subscribers open the email? Where will they most likely read it: on a laptop, a desktop computer or a mobile phone?

5

When

When should you deploy the email? The time and the day of the week - such decisions can make a big difference.

SMART newsletters goals



For best results, make sure all your marketing projects have goals in place. We recommend learning more about SMART goals, especially popular amongst small and medium-sized businesses.

Smart Goals

S

Specific: clearly define what you S want to achieve.

M

Measurable: understand what information you need to collect. Track and measure your data to evaluate your results.

A

Achievable: your goals should be challenging, but also realistic and achievable, and, of course, within your budget and capabilities.

R

Relevant: relevancy is vital. Your newsletter goals should integrate into your overall marketing goals. Align them with your business objectives too.

T

Time-Based: Set a deadline. Having a set time-frame will encourage you to prioritise your tasks and ideas. Make sure you have just enough time to achieve your goals.

Maintain brand consistency



Your brand is not just a logo. It is your business identity. It encompasses many aspects of your business, such as your mission and values, your tone of voice, the colours you use, photographs you display and even the icons you select. A strong brand can bring endless benefits. It gives you a competitive edge and increases recognition, customer trust and loyalty. Ultimately, it results in quicker buying decisions, more sales and more profit.

**In 2017, 40% of UK marketers used
email marketing campaigns
to boost brand awareness ²**



Consistent branding will help your business achieve a professional look. Your newsletters are not an exception. Make sure your promotional emails portray your brand message. Thus, always build them with your brand guidelines in mind.

How to brand your newsletter?

- ✓ Place your logo in the header of the email. Make sure it is easy to notice but, of course, not overwhelming.
- ✓ Use your brand colours across all your email elements, including the background, images, call-to-action buttons and even links.
- ✓ Make sure your fonts and font sizes are consistent too.
- ✓ Images that you use throughout your newsletter can also help increase your brand awareness.
- ✓ Types of images matter too. Are you using photos or illustrations? Are you opting in for colours or maintaining black & white look? These types of details can make a difference.
- ✓ Don't forget the tone of voice that you use in your emails. Is your approach more formal? Alternatively, are you talking to your sub-scribers in an informal, friendly voice? Try to maintain the same style throughout your newsletters.

Maintain brand consistency across all marketing platforms

You want your brand message to be seamlessly represented throughout your email templates, websites and landing pages, social media, SEM (Search Engine Marketing) and even offline marketing.



Need inspiration?

Take a look at our [Pinterest collection of various emails created with Smaily drag and drop editor.](#)

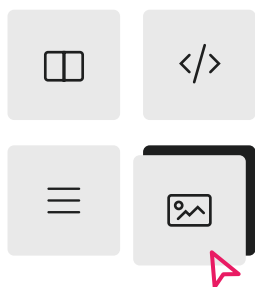
Design effective emails



The design of your newsletter template and the layout are vital aspects of all your email campaigns. When planned and built with careful thought and attention to details, they can help you meet your marketing goals.

Do you want your subscribers to focus on a single call-to-action? Then go for a one-column layout as it will allow them to quickly and effortlessly scan the email, drawing their attention to your call-to action.

If your newsletter highlights several topics, products or services - you should create several different sections. Try to test a two-column or even a three-column layout and make sure your primary and secondary call-to action buttons are easily noticeable.



You don't need to be an HTML and CSS guru to be able to create beautiful and practical emails.

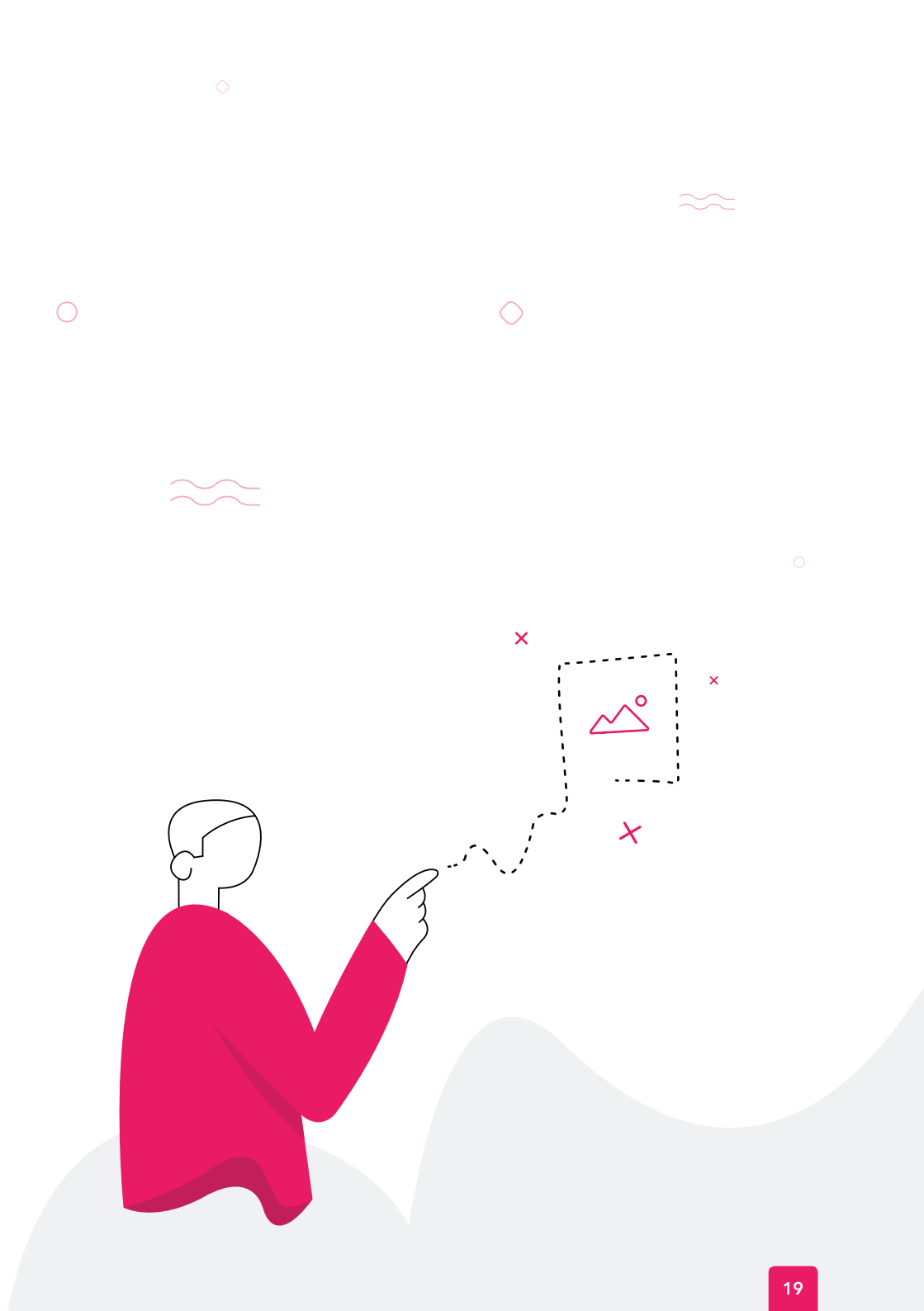
Don't forget to give our **drag-and-drop email editor** a try. It's so easy to use: effortlessly create and amend your email template and content.

Optimise your images

- ✓ The hero banner will most likely be the first thing your readers see when they open your emails. Use this space wisely.
- ✓ Your banner should stand out and emphasise your CTA, but don't forget to follow your brand guidelines too.
- ✓ Try using creative animated gifs. They can boost your email engagement.
- ✓ Don't forget the Alt Text. Each image should have one.
- ✓ The recommended text-to-image ratio is a minimum of 60% text and a maximum of 40% images.
- ✓ Before you deploy your newsletter, test to make sure your images load correctly.

**Read our blog to learn more about
visual elements in Email Marketing**





Be mobile responsive



Having a mobile responsive email template nowadays is a must. Across many industries, **mobile** is the **most popular email reading environment**.

You want your readers to focus on the message and your calls- to-action rather than have them try to figure out how to view your email. You want your emails to be fluid and display well on mobiles, tablets, laptops and desktops.

The mobile reading environment is set to grow. Learn more about different email environments in the [Smaily](#) blog.

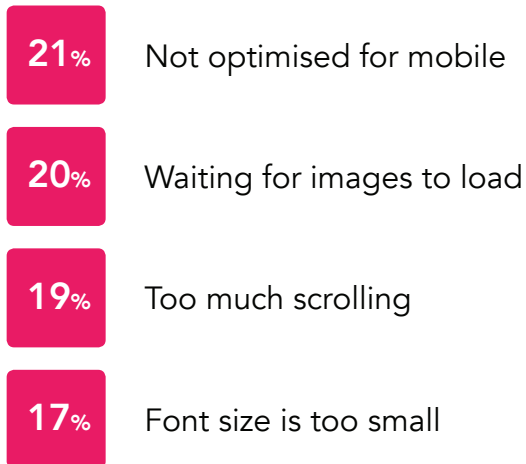
Understanding Email Marketing Environment: Email Client Share



75% of Gmail users access their email on mobile devices ³



What do consumers find most annoying when they open their emails on smart-phones?



Survey: Statista, as of July 2017 ⁴



Find your email voice



The art of a good newsletter is to be able to provide the content your email subscribers want and gently promote your brand, products or services without sounding pushy or “salesy”. Your newsletter is not a sales email!

If you use your newsletters as a platform for advertising, your readers might begin to find your emails irrelevant and unsubscribe as a result. You want them to be engaged, interested and ready to click on your call- to-action links to find out what else they can get on your website.



More than 25% of consumers find advertising in newsletters very annoying ⁵



To get higher newsletter engagement and boost interest in your emails, we recommend that you use no more than 10% of your email content for promotions or selling.

Your newsletter content should mainly be addressing your subscribers’ needs. What do they like? What did they sign up for? If you can, use a preference centre to keep up to date with your subscribers’ preferences.

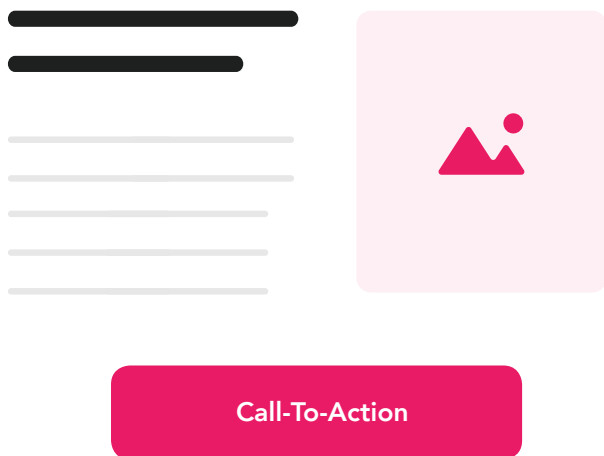
Bulletproof buttons



If you aim to increase your newsletter click-through rate, you need to have a powerful and compelling call-to-action.

CTAs should be HTML buttons, called the bulletproof buttons. Unfortunately, when it comes to calls-to-action, many emails still contain image-based buttons.

You want your call-to-action to be visible and display well across all devices. Remember, many widely-used email clients are blocking images by default so your image button would simply be blocked. In other words, it wouldn't be shown at all. In contrast, bulletproof buttons avoid the image-block so you can always have a visible CTA in your email no matter where it is opened.



Keep in mind that some of your subscribers could be reading their emails on the go. Travelling can result in potentially restrictive or untrusted data connections and slow-loading images. Again, we recommend that you use the HTML buttons instead of images for your CTAs.

[Learn more about sending better emails](#)

Creating bulletproof buttons from scratch requires knowledge and lots of testing. We want to make it as easy as possible for Smaily users: with our friendly drag-and-drop editor, you can effortlessly create a variety of engaging bulletproof buttons.



Write relevant content



If you want to keep your subscribers happy, you need to send relevant content. Always monitor their likes and dislikes: which articles or emails were read longer, and which links were more popular? Which emails did not achieve your regular open rates?

Let's take a look at the types of content that could get positive results when launching your newsletters. A survey conducted in the UK⁶ shows that, **for B2B, videos, articles or magazines** produced by their brand, shop or website, **were most often used by marketers (41%)**. **Discounts** and **user guides (30%)**, as well as **advanced notice of new products (28%)**, were also widely used.

For B2C, discounts were used the most **(42%)**. **Own videos, articles and magazines (34%), competitions (31%)** and **advance new product notice (27%) email messages** were also often deployed by marketers.

Your newsletters can contain several sections. Therefore, you can add different types of content into a single newsletter. However, please focus on relevancy first. Your main content should be featured at the top, getting the most attention.

For secondary content, you could try testing different types of copy, such as offering discounts, coupons or competitions, displaying or even asking for reviews. Just make sure your content complements your newsletter goals too! The **Smaily** email platform offers user-friendly A/B test functionality to help you out.

About Smaily



Smaily email platform is an excellent tool allowing you to create and deploy beautiful email marketing campaigns. With more than ten years of email marketing know-how, we are here for you and your business.

We proudly offer our customers a way to efficiently design and deploy email messages to their leads and clients.

We believe that every business, no matter how small, should be able to launch professional email marketing campaigns.



We are here to:

- ✓ Give you the best drag-and-drop email editor.
- ✓ Help you create functional and responsive newsletters.
- ✓ Track your email results with our analytics functionality.
- ✓ Ensure you can look after your database and manage your subscribers.
- ✓ Provide you with effortless segmentation.

Let's connect



@wearesmaily



Create
Free Account

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