

E-Newsletter Do's and Dont's

Do



Pay attention to your design

A well-designed newsletter speaks volumes. It represents your brand and what you stand for. A poorly designed header can make people feel like they are getting unwanted spam, unsubscribe or simply delete your future newsletters. The content should be an even mixture of text and images. Be creative, keep it clean!



Use creative and compelling content

Plan your content well. Like the design, the content you include matters a lot. It needs to be relevant and valuable to the reader. Whether it is industry tips, personal experiences or a sales announcement, know your customers and ensure that the content resonates with them - and always keep the messaging on point!



Be personable

You're a business, but you're made up of people. Therefore write like you would normally speak (ie. conversational, natural flow) and avoid being too formal. You do need to strike a good balance between being equally personable and formal and the tone needs to resonate with your audience.



Include clear calls to action

Direct your readers by incorporating calls to action throughout the newsletter. It can be a hyperlink to your website, a landing page or checkout page - whatever it is, ensure that it's there and clearly visible for the reader.



Maintain consistency

Be consistent with the frequency of your newsletter send (i.e weekly, fortnightly, monthly)– people are more likely to recognise you and less likely to ignore the mail. Select a day and time of your send and stick to it! When starting out, monitor your results and observe when people are more receptive to your newsletter, then alter your time accordingly.

Don't



Use vague subject lines

The subject line of your newsletter is a vital component. It is the first thing that the reader will see so DO NOT IGNORE IT! Choose a subject that is catchy, succinct and to the point – pick something that will entice the reader to open your email. Avoid using email subjects such as "Newsletter 1" or "Company Newsletter", instead try "WIN an iPad" or "Top tips to land your dream job".



Forget to test

Always remember to test your newsletters on multiple devices, multiple times. Never be afraid to ask for a second opinion from a colleague or friend as they could notice something you may have missed.



Ignore the campaign results

Each time you send out a newsletter, check out the campaign report - it's very insightful! You can see who is clicking what and for example, whether a certain newsletter caused more people to unsubscribe. Monitor actions and use that data to your advantage to better your next campaign.

To find out how Mutant can help with your next email campaign, drop Ola a note at ola@mutant.com.sg

