Media Genesis

Why Does My Business Need a Newsletter?

How To Write an E-Newsletter: 101

Tip 1: Expert Content

Write what you know! Your business is an expert in your industry, so share what expertise you can. Trying to write about topics that aren't relevant to your organization can not only open you up to making mistakes about the topic, but can hurt your SEO. Irrelevant content confuses Google and other search engines and makes it harder for users to find your website. For example, we're a website developer and digital agency, so our Media Genesis newsletter consists of topics that we're experts on: web design, mobile apps, and digital marketing, etc.

Tip 2: Interesting Content

Depending on who makes up your audience, your readers may not care about changes in personnel or the new software you're using. However, they may be interested in learning how adding a brand new department dedicated to online customer service can help their overall experience or your review of the new software. Consider the information you want to share with your readers. How can you present that material in an interesting way that answers the question for readers: What's in it for me?

Tip 3: Call-To-Action

Usually, our Media Genesis newsletters relate back to our services. By writing on topics that we are experts, it's easy to add a simple, but clear call-to-action at the end of the article. After giving all of that valuable information to your readers, make it simple for them to take the next step: action. Include your contact information, forms, social media, email, or any other way they can reach out to you.

Tip 4: Brand Point of View

How do you want readers to imagine your brand while they're reading your content… funny? …serious? …factual? …witty? …technical? Create a brand voice and tone – and stick to it. Readers will know what to expect before they even open one of your newsletters. This can definitely be a challenge, especially if you have more than one contributor to the newsletter.

Bonus Tip: Create a Blog Withing Your Website

Save your content on your website by creating a blog/newsletter section within your website. This will help users of your site by giving them direct access to new content and will allow them to find other relevant content within your site. In addition, this will help improve your website's ranking and SEO, search engines like Google love websites with quality content that relates to your line of work. This will in turn help your organization to rank higher in search results (everyone wants to be listed on first page results!) and appear in more search results but most importantly appear in the right search results, targeting your customers.

Bonus Tip: Promote! Promote! Promote!

I'll say it again, promote! Encourage people to sign up for your newsletter and direct traffic to your website by posting about it on social media or other digital channels.