

eNewsletters for Business

Newsletter Do's

- ✓ Communicate clearly & concisely
- ✓ Remember there is a person on the other end of your email
- ✓ Use short paragraphs
- ✓ Include relevant details
- ✓ Include links to relevant landing pages
- ✓ Ensure your subject line relates to your email content
- ✓ Link your images
- ✓ Use bullet points
- ✓ Check the tone, how will it be received? Make sure you are not being unintentionally rude or offensive.
- ✓ Provide contact information
- ✓ Spell check

Newsletter Don'ts

- ✗ Send your email before proof reading
- ✗ Address your recipients with the incorrect name or title
- ✗ Write all in CAPITALS
- ✗ Use an overabundance of symbols
/£\$^*")^£^!????
- ✗ Use more than one exclamation mark !!!!!
- ✗ Use hard to read font types or colours
- ✗ Use a distracting or overpowering background
- ✗ Include broken or incorrect links
- ✗ Hide your unsubscribe link
- ✗ Send an email just to send something
- ✗ Mail too frequently