



# Email Newsletter Guide

## + LOOKBOOK



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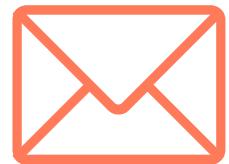
# Introduction

Some companies are hesitant to integrate email newsletters into their inbound marketing strategy. They may argue that email newsletters are time consuming and don't offer enough ROI. Maybe they feel that Instagram is glossier and Twitter is flashier when it comes to attracting and retaining new business. However, by disregarding the power of email marketing done correctly, companies are missing out on one of the most successful components of a winning marketing strategy. In 2019, **80% of marketers reported an increase in email engagement**. So, where do you start?

## Enter: your email newsletter.

An email newsletter not only increases your audience's understanding and knowledge of your organization, but when done correctly, is a cost-effective business boost.

Now that you've decided you want to kickstart an email newsletter campaign or revamp your old newsletter, read on for our best practices to get your email newsletter up and running. In this ebook you will choose which type of newsletter is best for your company, design and optimize your newsletter, and get inspired by the most successful newsletters out there. Let's get started!





HubSpot Academy

# Email Marketing Free Certification Course

HubSpot's free email marketing certification will help you master the fundamentals of email marketing. Learn how to build lists, create and send high-performing emails, understand deliverability, and analyze your campaigns.

Sign up for 10 free email marketing lessons and over 3 hours of email marketing education.

[Start Your Email Marketing Certification Today](#)

## CHAPTER ONE

# Types of Newsletters

One of the most common early-stage newsletter issues that people run into is inconsistency. When a reader subscribes to your newsletter they will do so with certain expectations. In order to fulfill (and surpass!) their expectations, create a focused outline for your newsletter and stick to it. Each time you send out a newsletter, it should follow the same format so your reader knows what to expect. The type of newsletter you send to your subscribers should hit the sweet intersection of their preferences and your company's content strategy, choose wisely.

## Blog Emails

Best suited for companies with an existing and active blog community, blog post centered email newsletters are ideal for driving traffic directly to your content. Blog newsletters are less focused on longform writing and more consumed with short, punchy writing that encourages readers to click on the links you provide. With your blog newsletter you won't need thousands of words to convince readers to dive deeper into your brand, instead they'll do it naturally after you show them your value through persuasive writing.

## Event Roundups

Whether your company is hosting or participating in an upcoming event or not, many companies opt to create a monthly or quarterly event newsletter for a particular location or category. This can bring in audiences that surpass your brand itself if you can find the hidden gem events that others may not know about. The goal of this newsletter is to provide your readers with relevant events and surface events in your industry that may benefit from a boost to the right audience. It's a win-win and can help to jumpstart comarketing efforts. The copy should direct the reader to complete one clear action—check out the event. Newsletter subscribers do not want to be overwhelmed with information, so keep it short and informative, include images from your events, and link readers right to future event registration.

## Compilation Style

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Ideal for companies in an expansive industry who do not generate a lot of their own content, compilation style email newsletters collect relevant content from other websites to create their own focused newsletter. The content of each newsletter may vary, but within each weekly email there should be a clear theme. Compilation style emails are ideal for industry experts whose goal is for subscribers to buy a service. By compiling and linking to all relevant articles in your field, you can demonstrate to your reader why your service stands out from the rest.

## Customer Emails

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Designed to promote new products, features, or services, announce collaborations, and advertise for events, customer emails are a useful marketing tool for any sized business, particularly ecommerce companies. Remember to write friendly, casual copy and use inviting images that stay true to your brand and mission statement. If your newsletter doesn't believe in the mission of your company, your customer will be able to tell and they'll be turned away before you have the chance to tell them about the upcoming Spring Sale. Ecommerce brands can leverage customer emails to share promotions, sales, and new products.

## Lead Nurturing Emails

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Once you've collected a database of leads, you know that they are interested in your product or service. They may want to follow your brand but aren't quite ready to make a purchase or become a member. Regularly emailing leads or prospects keeps your brand at top of mind and can help folks become familiar with your brand at their own pace. **Businesses who prioritize lead generation see 50% more sales** at two thirds the cost of leads that aren't nurtured. Start a lead newsletter and share company or product updates along with short and long-form content or news stories about your company, then share weekly or monthly.

## CHAPTER TWO

# The Elements of a Great Newsletter

Your email newsletter is only as successful as your content is compelling. When determining what content to use, remember the 90/10 rule. Content should be 90% educational, 10% promotional. No matter how wonderful your products and services are, your subscribers don't want to read about them 100% of the time. Instead, subscribers will be more inclined to purchase from you if you dedicate the majority of your newsletter substance to education and relevant information that pertains to your industry and their interests. Then, when you have exciting news or a promotional update to share with subscribers, they will be more open and attentive to your offer.

## Start with a Creative Subject Line

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How many emails do you receive every day? Now, how many do you open? An enticing, creative subject line is the first ingredient you need to cook up a winning email newsletter. Even after you gain subscribers to your newsletter, there's no guarantee that they will open your emails once they arrive in their overflowing inbox. Don't fall into the trap of attempting to increase familiarity in your brand by using the same subject line every time, instead add the elements of incentive and urgency to your newsletter right there in the subject line to entice engagement. See our [step-by-step subject line recipe](#).

## Choose Your Call-To-Action

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What makes a newsletter a newsletter is its substance. The body of each installment will feature multiple pieces of content, with [multiple calls-to-action \(CTAs\)](#), each with varying degrees of prominence. If you bombard your reader with multiple, urgent CTAs in each newsletter then the chance of them unsubscribing due to being overwhelmed goes way up. Instead, each newsletter should feature one prominent CTA. Space out other, more minimal or less time sensitive CTAs in the background, but only use one CTA as the spotlight each week. Once you [choose your email's CTA](#) it should be very clear how your subscriber should respond to it (should they click a link to a featured blog post, or do they need to forward the email to five friends to be entered in a drawing for a branded hoodie?). A moment of confused hesitation on the part of your reader is a moment lost.

## Don't Let Your Design Distract

Just because each newsletter only has one CTA doesn't mean the whole thing shouldn't be compelling. It's important to note, enticing design does not mean bold and overstimulating. You want your newsletter's design and copy to enhance your CTAs, not distract from them. When designing your newsletter, lean into white space. Most newsletters are read on mobile devices or on the move, so to keep eyes on your letter be sure to stay away from visual clutter and keep design simple and streamlined. The same goes for your newsletter copy. You don't want readers to spend all day on your newsletter, you want to use your newsletter as a springboard to a secondary site such as your company landing page or blog. Your newsletter copy should give subscribers a taste of your content, and then move them along toward a CTA.

## Let Readers Unsubscribe

At first this may feel backward, don't we want readers to stick around for as long as possible? That's true, but you also want subscribers who are active and engaged. When readers no longer want to be on your emailing list, there should be a clear unsubscribe button for them to click. This way you will keep your subscription list healthy, while maintaining an accurate read on who your newsletter is reaching. After they hit their clearly marked unsubscribe button, but before they are redirected, ask them why they are leaving. By adding a simple poll to the unsubscribe process you'll find out if your newsletter is too cluttered, too pushy, or too... what?

Image via HubSpot



Good morning, Boston! Need a caffeine fix? No surprise there. Fortunately, we're bringing you Lattes On-Demand!

To get your hands on an espresso drink, simply find the [Free Lattes On-Demand](#) store now thru Sunday from **12:30-6pm**, add your grande latte of choice and checkout. May your most difficult decision today be vanilla, regular or soy.

Plus, you can order up to **two** lattes per order, so Postmate a coffee for you and a friend. Delivery fee applies. Enjoy!

[GET IT NOW](#)

## CHAPTER THREE

# Setting Up Your Newsletter

Before you send out your first email newsletter there are some decisions you need to make and trials you need to run. Make your way through our newsletter preparedness checklist to ensure you haven't missed a step.

## Email Newsletter Checklist

- Gather your newsletter content
- Determine a cadence that works best for your audience
- Choose your email tools or software
- Design your template
- Set your email newsletter size
- Support your newsletter with alt text
- Make sure you're legally compliant
- Test your browsers
- Send your newsletter!

## Gather Your Newsletter Content

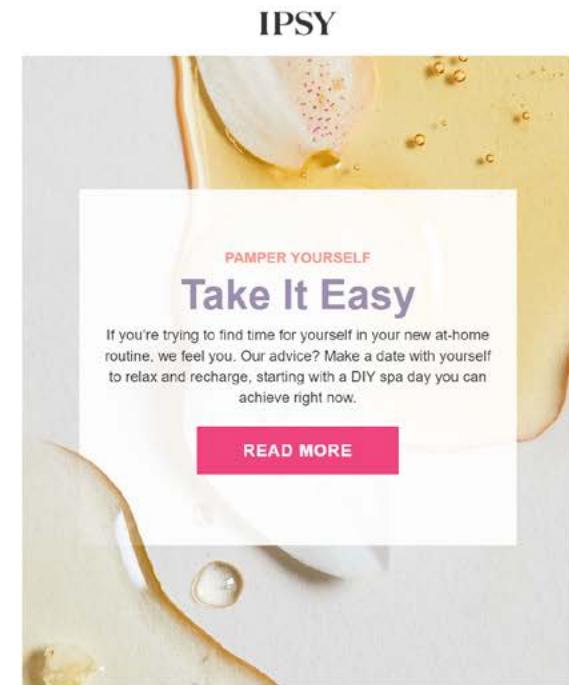
Now that you have your newsletter goal and email marketing strategy planned, it's time to gather your newsletter content. Your content will depend on what goals you have set for your newsletter and how often you will be sending it out. A daily newsletter looks a lot different than a monthly newsletter, in both how active you will be in its creation and how active you expect your subscribers to be. Start your content gathering at the source: your company's blog and social media accounts. Then, once you have built a base CTA for your first newsletters, gather more lead-generation content, copy from internal newsletters, and company training documents as fodder for content.

## Determine a Cadence that Works Best for Your Audience

Not all audiences look alike. Ask your subscribers for help when it comes to cadence, or start slow and work your way towards weekly sends. Send out a quick survey or let your audience sign up for daily, weekly, or monthly emails. You'll learn the best cadence through experimentation, testing, and surveys. Monitor open and click rates by day, time, and certain lists (like location, age, or company size.)

## Choose Your Email Tools or Software

Email newsletters require an email tool beyond the capabilities of your personal Gmail or Outlook account. You'll need a tool that may be built into your CMS, a standalone tool, or a suite of tools that work together, like [HubSpot's email tool](#) that works with your contact and list management, marketing, and sales. When choosing the right tools or software for your email program, consider the skill levels of who will be creating and sending your emails. For those without much design or coding skill and limited resources, [opt for an email software with built-in personalization, optimization, and design tools](#) so you can be free to create and test emails and get results. Bonus points for offering pre-made templates.



Did you find this helpful? Please tell us!



[About IPSY](#) | [IPSY Care](#) | [Terms](#) | [Privacy](#)

To ensure you continue receiving our emails, add us to your address book or safe list.

If you don't want to receive marketing messages from us, [let us know](#).

[View on the web](#)

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201 Baldwin Ave, 2nd Floor, San Mateo, CA 94401

## Design your Template

Now that you know what your newsletter will sound like, it is time to move on to what it will look like. Before implementing the copy into the newsletter, have your design team (or get right in there yourself, [using a drag-and-drop email editor](#)) create a template for each installment of the newsletter that has minimal text and color (as to not distract from the copy). This template shouldn't be flashy or too bold, you don't want the design to over power the message of each newsletter. The design should make it easy for your subscribers to read and click the necessary elements of your email, while also being mobile-friendly. Remember, these newsletters will be read on the move and their templates should be compatible with smartphones and tables. The good news is, there are a ton of pre-made templates available to you when you sign up for [HubSpot's Email Marketing Tool](#).

Image via [HubSpot](#)

The image shows a screenshot of an email newsletter from 'Web Canopy Studio'. The subject line is 'What's Trending With HubSpot?'. Below it, a sub-copy reads: 'The latest dish of HubSpot optimization, conversion, and lead gen served fresh right to your inbox.' The main content area features a 'CONVERSION Machine' checklist with three preview images: a laptop on a wooden surface, a book titled 'THE ULTIMATE Conversion CHECKLIST', and a person walking through a forest. To the right, there's a section titled 'How To Make Your Website A Conversion Machine' with a descriptive paragraph and a 'Let's Go' button. At the bottom, there's a red call-to-action button labeled 'Get The Checklist'.

## Set your Email Newsletter Size

When you can't control how your subscriber views your newsletter, you need to be sure your email sizing is universal. The majority of email providers default newsletter sizing to 600px with 30px padding on each side, which - if not sized correctly - will squeeze your newsletter and render it unreadable. Therefore, it's crucial to design your newsletter to fit inside that 600px universal width sizing.

## Support your Newsletter with Alt Text

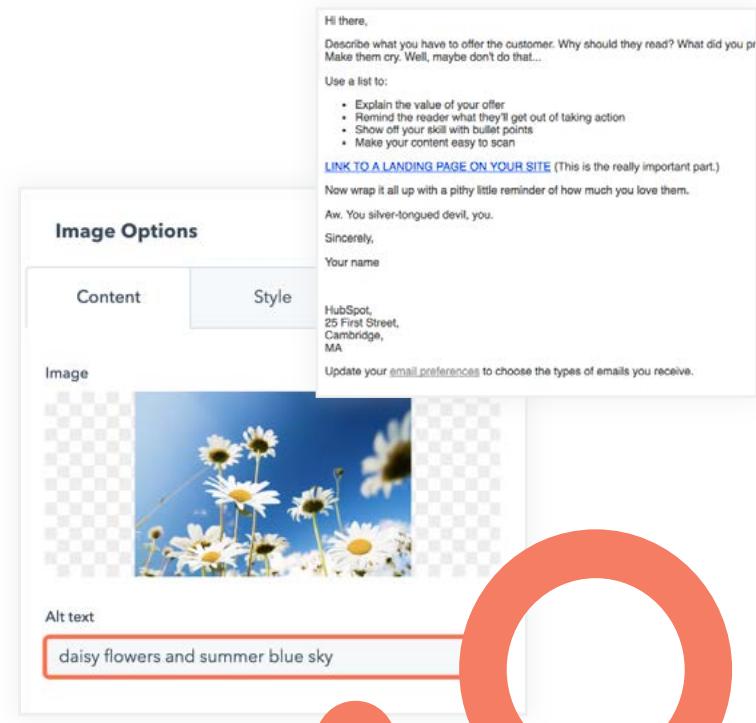
Now that you've added your copy to your newsletter template, you are almost ready to send it off to your subscribers. But before you do, be sure to back up any images in your newsletter with alt text—the text that will be visible if your reader's email provider can't support your images. While you're at it, be sure your newsletter also looks great in plain text. Since some email providers don't support HTML, you still want your links to be easy to click and your newsletter simple to follow regardless of display.

## Make sure you're Legally Compliant

Before you hit "Send," be sure that your emails are all good from a legal perspective. The two biggest laws you need to worry about? CAN-SPAM and GDPR.

**CAN-SPAM** requires that you have a footer in your email with your address and an easy way to unsubscribe from your emails if they don't want to receive them anymore.

**GDPR** is a similar but more comprehensive privacy law that passed in Europe in 2018, requiring (among other things) that email marketers only send newsletters to those people who have manually opted in to receive them. In other words, wherever on your website you collect email subscribers, you cannot automatically check the "opt-in" box for them if these recipients live in Europe. They must deliberately check this box themselves.



## Test your Browsers

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Not all email providers are built the same, they all have a different way to read code. So, before sending out your newsletter, test it out on different browsers to make sure it maintains your intended degree of readability, no matter how it is received. What looks great in your Gmail inbox, in Chrome on your Mac will look different on your coworkers Android in Outlook. Take the time to test your newsletter in all the most popular browsers and email providers, so you aren't stuck troubleshooting it after launch.

Or, let [HubSpot's Email Preview Tool](#) test your emails on different providers for you.

## Send your Newsletter!

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Here it is, the moment you've been waiting for! You've added all the most enticing elements to your newsletter and checked every step of the creation process off your list. Now, double check that all intended newsletter recipients have subscribed to receive your email, and hit send! Sit back, high-five your team, and wait for the data to roll in.



## CHAPTER FOUR

# Optimizing your Newsletter

Congratulations, you've sent out your first email newsletter and officially kicked off the next leg of your email marketing campaign! Now that your newsletter is floating before the eyes of the public it is time to find out what is working, what could be working better, and what success looks like to you.

Remember, optimizing your newsletter doesn't happen overnight. These changes should be made gradually and one at a time so you can better track the success of your newsletter. Testing and optimization will pave the way for the day you get to tell your boss you've reached your thousandth, hundred-thousandth, or millionth subscriber!

## How will you measure your newsletter's success?

When launching a fresh newsletter or revamping your company's outdated one, you will be tracking its success in a few different ways. In order to make sure you are tracking the most productive metrics, think back to when you first decided to start this newsletter. What were your goals for this project? Did you want to drive blog traffic? Sell tickets to your quarterly conference? Turn more leads into customers? Depending on your goals, determine which metrics you need to keep an eye on in order to reach them. Tracking the following metrics will draw you a comprehensive picture of how well your newsletter is doing, which in turn will show you where you should be focusing your efforts moving forward.



## → Opens

Opens tell you how effective your subject lines are. They are also a good clue as to how well your subject line matches your brand and whether your recipients are expecting an email from you or not. Make sure your brand identity is clear in your sender name, tone, and in the content of your subject line. **Use A/B testing to see what type of content your audience is looking for.** **Analyze ongoing campaign performance** including open rates (how many people opened your email compared to how many you sent it to) and click rates (how many people clicked links in your email compared to how many opened). Email engagement analysis can help you optimize your email sends to be the most effective they can be.



## → Clicks

You didn't create and send your email newsletter so it would fill inboxes, stay unread, and get deleted. Tracking clicks is the first metric you should track to determine if your newsletter is driving engagement, and how much. Track which internal email links are getting clicks, then adjust your content strategy based on your pre-determined goal. **Monitor your click through rates (CTRs) and conversion rates** and track them against email program goals. Put your most successful content in the most prominent location, right at the top of the email and test until you find the sweet spot for engagement with your audience.

## → Conversions

Now that you have an eye on what readers are clicking on within your newsletter, watch for what they do after they click. Are your clicks being converted into event signups? Are the clicks responding to CTAs in a linked blog post? How often are clicks converting to purchases? Regardless of where the clicks are leading, you should be monitoring these conversions so you can continue to provide the type of content that your readers are interacting with the most.

## → List Growth

Now that your base subscriber list is actively consuming your newsletter, it's time to grow your list. The more eyes on your newsletter, the quicker you will hit your monthly goals. Of course, list growth isn't the driving force behind newsletter creation. Fewer active subscribers is better than more inactive subscribers, but it is still smart to track your list growth over time.

Encourage readers to share your newsletter with friends and use social media to boost signups.

## → Forward Rate

One way to grow your subscriber list is an increased forwarding rate. And if you are trying to get readers to forward your emails, you need to watch how many people are getting the newsletter forwarded to them. Unfortunately, email marketing programs are unable to track how many people click the "Forward" button on your email, but instead you can include an incentivised CTA [with a trackable link](#) to invite friends to subscribe, then track clicks on that link.

## → ROI

If you created your newsletter with the intention of growing your business, you will want to track the return on investment of your newsletter. By tracking how many visitors, leads, customers and how much revenue your newsletter is generating you will learn the success of your newsletter.

The image shows a promotional page for Stitch Fix. At the top, there are navigation links: 'Fixes', 'shop', and 'Your style'. Below that is the 'STITCH FIX' logo. A sub-headline reads 'LIKE IT? INSTANTLY BUY IT' and 'Wait 'til you see your personalized looks'. A small text note says 'Now, you can shop outfits we create styled around the Stitch Fix pieces you own. The best part? Every look is just for you.' To the right is a large photograph of a woman wearing a red patterned top and grey striped pants. To her left is a grid of three outfit suggestions, each with a 'Your Item' section and a 'Your Swap' section. Below the grid is a section titled 'Why you'll love it' with the text: 'Each outfit is curated especially for you—featuring your favorite pieces from us. Get new ideas on how to wear what you love.' There is also a note: 'Looks refresh throughout the day, so check back often to see the newest outfits we've put together just for you.' At the bottom are links for 'Invite friends', 'Contact us', and 'Help center'. Social media icons for Facebook, Instagram, Twitter, and Pinterest are at the bottom, along with a 'Download our app' section featuring links for the App Store and Google Play.

## How will you improve these metrics?

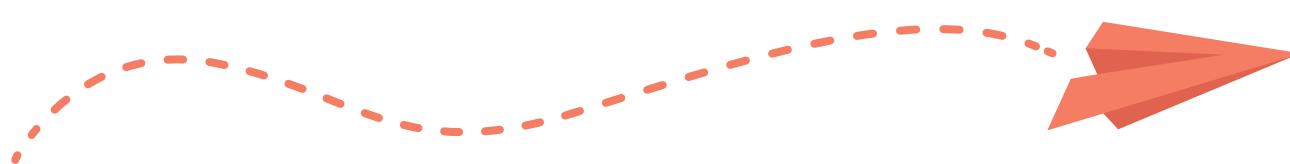
Now that you are monitoring multiple aspects of your newsletter and have determined what is working and what could be working better, it's time to take action to improve these metrics. Follow these tips to get the most out of your email newsletter.

### → Email New Contacts Within the First 24 Hours

If you don't have an automated workflow set up, it's crucial to email new signups within the first 24 hours of their subscribing to your newsletter. Not only will you get an idea for what future engagements with this reader look like based on their response, but you will be communicating your company's expectations to them in turn. To not miss out on this window of opportunity, implement an automated workflow setup like [HubSpot's Workflows App](#) to create automated emails that are triggered when a contact interacts with you in a variety of ways. Communicating early will help your readers recognize your brand right away and keep your emails top of mind.

### → Send your Emails from a Real Person

By sending your newsletter from a real person, as opposed to from "Marketing Team," your email open rate will increase. Think of it this way, aren't you always more inclined to trust a personalized email rather than a generic one? Your, and your subscriber's, inbox is already flooded with spam and automatically generated emails, by sending your newsletter from a specific person you are reminding your reader that you took the time to create this content especially for them. Make sure to monitor your reply inbox in case subscribers have questions for your team.



## → Keep your Newsletter Concise

If you have noticed a significant drop in click rates or an increase in unsubscribers, the problem may be as simple as the length of your newsletter. Subscribers don't want reading your newsletter to feel like a chore, so keep it short. To keep your email short and sweet, write it as if you are speaking directly to the reader. Keep it casual and informal. If you determine your email has to be long, break it up into neat, chewable paragraphs. You don't want to overwhelm your subscriber, newsletters are meant to be an enjoyable, informative read, not a lecture.

## → Focus on One Call-To-Action per Newsletter

If your click rates have decreased, it may be because there are too many clickable options in your email and your reader exits your newsletter overwhelmed. Don't make your reader work too hard to engage with your content. Make it easy for them by choosing one clear CTA per newsletter, and make it obvious what that CTA is by putting it on a button. Place your CTA button in a visible location where it makes sense for it to live.

This Week at InVision

JUNE 6 - JUNE 10, 2016

8 things to know about building a design portfolio

Bloc's Emelyn Baker on creating a design portfolio that lets your passion shine.

**1. CAT GIFS ON EVERY PAGE**

Video: 6 ways to tighten up your designs

Ever struggle to get your work past that point of good and over to great? It takes a lot of thought, consistency, and consideration to get there.

**BEHIND EVERY GREAT DESIGN...**

op a focused product back up your UI/UX decisions

isional success is being focused, amant when it comes to product strategy.

**SET YOUR SIGHTS**

alysis paralysis, with Michael Sueoka

ile Majority's Michael Sueoka about he got into UX, and his advice for new designers.

**WHY SO SERIOUS?**

## CHAPTER FIVE

# Examples of Successful Newsletters

For the ultimate email newsletter inspiration, here are examples of brands that are doing it right—and have the returns to show for it.

## Business and Financial Newsletters

### Robinhood Snacks

With a winning combination of humor writing and easy explanations, they've made reading financial news not only casual, but enjoyable



**Hey Snackers,**

*The business disruptions continue: Conferences annual shareholder meetings (Starbucks' is online-only), and movie premieres (Bond, James Bond) are getting cancelled. Even March Madness could happen sans-lans.*

Investors are suffering from motion sickness as the S&P 500 managed to inch up last week. Want to start getting Snacks daily? Or prefer to subscription preferences [here](#).

[Launch](#)

### Quibi gets \$1.75B before credit its "Anticipated Po

**Don't use it as a verb...** Quibi wants to be a new video startup — short for "quick bites" — just raised additional cash from its private investors (it has total fundraise to a gargantuan **\$1.75B** — and it's not even on the market yet). The company is launching on April 30th:

- **Quibi is like a mobile-only Netflix**, but its episodes are broken into 8-10 minute bites (Quibi will be called "Quibi"). It's for people with short attention spans.
- **The world has not yet tasted a Quibi**, making it all the more surprising — Quibi's massive fundraise is being driven by the company's ability to attract talent (though having Disney and Comcast as investors, plus Peter Chernin and Steve Katzenberg as co-founder definitely helps).

**If you bake it, will they eat?**... Quibi's spending billions on its first year of programming, which includes bingeworthy bites in 2020 — and we just learned about the *Barkitecture* doghouse one). Quibi is a hit. Cookies will be in high demand. We're calling it "The Model." Can go 3 ways:

- **Success: Apple** had it with the iPhone, AirPods, and removal.
- **TBD: GM** is spending billions building electric vehicles, but there's still a demand for EVs out there.

**Hey Snackers,**

*The business disruptions continue: Conferences (SXSW in Austin), in-person annual shareholder meetings (Starbucks' is online-only), and movie premieres (Bond, James Bond) are getting cancelled. Even March Madness*

## ROBINHOOD Snacks

DIGESTIBLE FINANCIAL NEWS



Trying to calculate the new girl's APS score

### Last Week's Market Moves

Dow Jones	S&P 500	Nasdaq
25,865 (+1.79%)	2,972 (+0.61%)	8,576 (+0.11%)
Bitcoin	10-Yr US Treasury	
\$9,139 (+4.63%)	0.767%	

### Hey Snackers,

*The business disruptions continue: Conferences (SXSW in Austin), in-person annual shareholder meetings (Starbucks' is online-only), and movie premieres (Bond, James Bond) are getting cancelled. Even March Madness*

## Business and Financial Newsletters

### Morning Brew

By combining personal interest stories with financial news, they are a great source for timely links across industries while keeping it light and breezy



MORNING BREW

TECH

#### Snap Releases Another Spectacle



What's the hap with Snap (+1.10%)? It rolled out a new version of Spectacles, its video-recording sunglasses. They look just as derky cool as the first version, with a few minor tweaks:

- Taking pictures and sending them to your phone is a lot more seamless. Plus, they're waterproof.
- They're selling online for \$150–\$20 more than v1.

**But we need answers:** When the first version of anything tanks so badly, why would you make a second one?

#### Speculating on the Spectacles' spectacular failure

Once upon a time (late 2016), you could find hip millennials rocking Snap's Spectacles in a splashy marketing campaign. Then came an army of Snapsbots: Minion-looking Spectacle vending machines that seemed to drop out of the sky.

**But as quickly as they came,** the Snapsbots disappeared. And the rest of the public had to wait five months to get their own Spectacles. During the wait, the fad died as quickly as it started—less than 50% of buyers used Spectacles a month after purchasing them.

**In the end:** Snap only sold 220,000 pairs, and it suffered a \$40 million inventory write-down after overestimating demand.

### Fizzle

For casual, honest, business news aimed at entrepreneurs who want weekly tips on building a business written just for them by a friend

FIZZLE

#### Are you clicking around the web from post to post hoping to learn enough to build a business?

*(Note: in the next email I'm writing about getting profitable fast. But first, this is important to setup ALL the learning you do.)*

You're probably clicking around the web a lot.

**Here's 3 things I wish someone would have told me about how to learn online:**

1. **Take action.** Don't be a spectator. Define a small project you can do in a short time frame and get'r done! (We call these MVPs. More on this below)
2. **Understand the business creation process.** Learn only the stuff relevant to the action you need to take right now. (The Roadmap video below gives you a good overview.)
3. **Don't do it alone.** Feedback and accountability may just be single greatest investment you can make in your project. (The Fizzle Forums are the best place we know for this, no matter where you live.)

*Note: I'm going to end this email with a pitch. The info between here and there is excellent and important, but there's a pitch. Of course, the pitch is for a free trial, so, it's not, like, a REAL pitch, you know? OK, here goes.*

#### 1. TAKE ACTION.

I spent so much time reading. Oh my lawd, I loved it. Click here, subscribe there, get this book, subscribe to that podcast... I was learning, baby!

## Daily News Newsletters

### Below the Fold

Instead of flipping a newspaper past the headlines, to the important daily stories that are easy to miss, they have compiled every day's need-to-know articles in one place

The screenshot shows the homepage of the Below the Fold newsletter. It features a large owl logo and the title "BELOW THE FOLD". Below the title is a welcome message: "Welcome to Below the Fold, muggles. In this weekly newsletter, we're flipping past the major headlines — the ones everyone else has covered — to highlight important stories we easily miss." It also mentions that users will receive their first email the Friday after subscribing. There are two sample stories listed: "Amazon may be hiding workplace injuries" (Mon Dec 2) and "A woman's texts become key evidence in her boyfriend's suicide" (Fri Nov 22).

**Amazon may be hiding workplace injuries**  
Mon Dec 2

While we were busy shopping Amazon's Cyber Monday deals, the company seemed busy [covering up workplace injuries](#). A recent report shows that [hundreds of workplace injuries](#) have been mishandled. While most warehouses have an EMT-staffed unit on-site to offer "basic care," a.k.a. giving out ice packs or Advil, anything more serious is "supposed" to be handled by an actual doctor.

But apparently, this rarely happens. Over the past four years, injuries were treated in-house, even though Amazon's medical staff was not qualified — or [legally permitted](#) — to do so. Amazon's sweep-it-under-the-rug mentality prevented their workers from seeking immediate medical attention — oftentimes worsening the injuries.

**A woman's texts become key evidence in her boyfriend's suicide**  
Fri Nov 22

In Boston, prosecutors charged a 21-year-old woman with [involuntary manslaughter](#) for her boyfriend's suicide. The evidence, according to prosecutors? Tens of thousands of text messages that they say show a [toxic and abusive relationship](#).

"do everyone a favor and go f---ing kill yourself, you're such a f---ing stupid b-- worthless s---."

"F---K YOU GO F---ING KILL YOURSELF..."

In her defense, a public relations firm released texts showing a frantic effort to stop her boyfriend, as she tracked him down to the roof of a parking garage.

"IM BEGGING YOU. PLEASE IM ALMOST THERE PLEASE. where are u please please please."

### Buffer

A short and sweet newsletter that covers all the latest social media news you could ever want, and more



Swipe, swipe, swipe. It's a gesture that's become super important and useful on mobile. We're excited to bring swiping to content, to make social media sharing easier than ever when you're on-the-go.

Meet our brand new iOS app, Daily. Swipe your way through an endless supply of great stories, images and quotes you can read and share right from your iPhone.

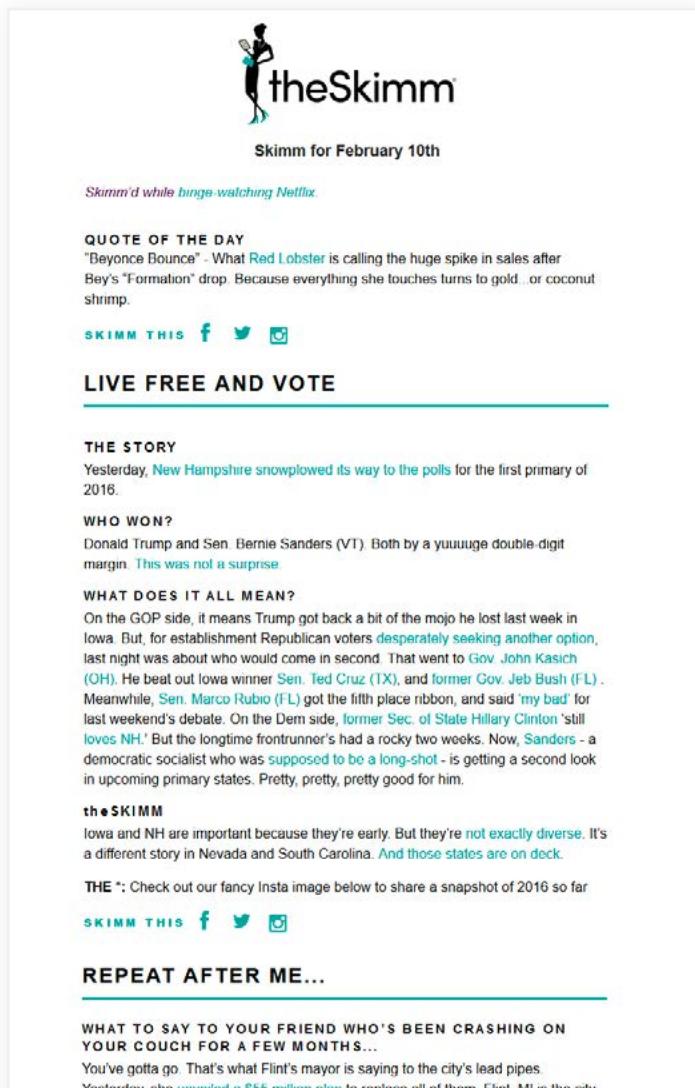
All of Daily's stories are completely hand-picked (Really! A human curates each one!). Glance or read them, then quickly swipe right if it's content you want to share, left for stories you want to skip.



## Daily News Newsletters

### TheSkimm

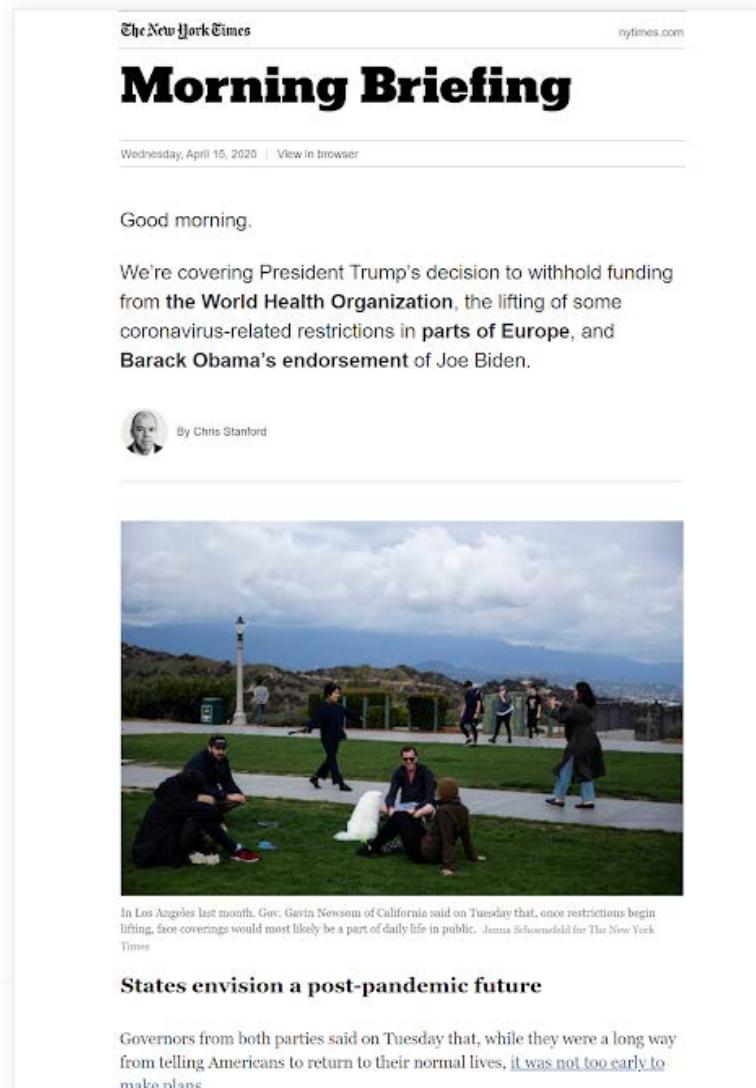
A daily roundup of the most relevant news delivered in short, punchy paragraphs chock full of delightful and informative copy



**theSkimm**  
Skimm for February 10th  
*Skimm'd while binge-watching Netflix.*  
**QUOTE OF THE DAY**  
"Beyoncé Bounce": What [Red Lobster](#) is calling the huge spike in sales after Beyoncé's "Formation" drop. Because everything she touches turns to gold...or coconut shrimp.  
[SKIMM THIS](#)     
**LIVE FREE AND VOTE**  
**THE STORY**  
Yesterday, [New Hampshire](#) snowplowed its way to the polls for the first primary of 2016.  
**WHO WON?**  
Donald Trump and Sen. Bernie Sanders (VT). Both by a yuuuuuge double-digit margin. [This was not a surprise](#).  
**WHAT DOES IT ALL MEAN?**  
On the GOP side, it means Trump got back a bit of the mojo he lost last week in Iowa. But, for establishment Republican voters [desperately seeking another option](#), last night was about who would come in second. That went to [Gov. John Kasich \(OH\)](#). He beat out Iowa winner [Sen. Ted Cruz \(TX\)](#), and former Gov. Jeb Bush (FL). Meanwhile, [Sen. Marco Rubio \(FL\)](#) got the fifth place ribbon, and said ["my bad"](#) for last weekend's debate. On the Dem side, [former Sec. of State Hillary Clinton](#) still [loves NH](#). But the longtime frontrunner's had a rocky two weeks. Now, [Sanders](#) - a democratic socialist who was [supposed to be a long-shot](#) - is getting a second look in upcoming primary states. Pretty, pretty, pretty good for him.  
**the SKIMM**  
Iowa and NH are important because they're early. But they're [not exactly diverse](#). It's a different story in Nevada and South Carolina. [And those states are on deck](#).  
**THE \*:** Check out our fancy Insta image below to share a snapshot of 2016 so far  
[SKIMM THIS](#)     
**REPEAT AFTER ME...**  
**WHAT TO SAY TO YOUR FRIEND WHO'S BEEN CRASHING ON YOUR COUCH FOR A FEW MONTHS...**  
You've gotta go. That's what Flint's mayor is saying to the city's lead pipes. Yesterday, she [unveiled a \\$55 million plan](#) to replace all of them. Flint, MI is the city

### NYTimes Morning Briefing

Worth the 20-minute read, this daily newsletter summarizes global news' top stories when you have the time to dig a little deeper

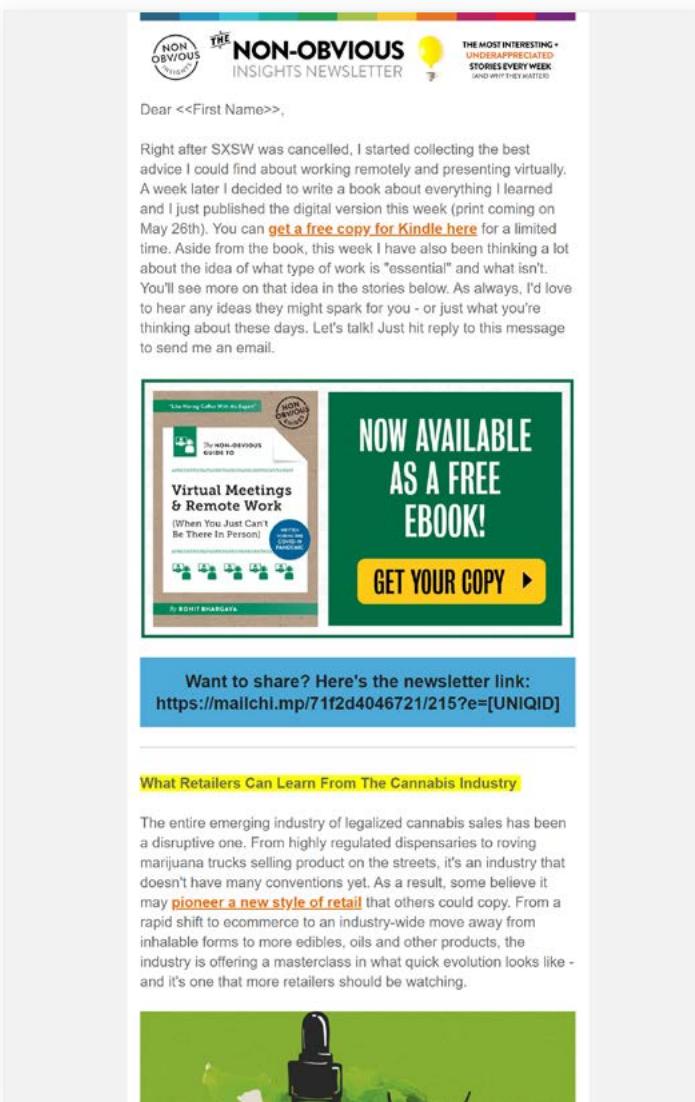


**The New York Times** [nytimes.com](#)  
**Morning Briefing**  
Wednesday, April 15, 2020 | [View in browser](#)  
  
Good morning.  
  
We're covering President Trump's decision to withhold funding from the **World Health Organization**, the lifting of some coronavirus-related restrictions in **parts of Europe**, and **Barack Obama's endorsement** of Joe Biden.  
  
 By Chris Stanford  
  
  
In Los Angeles last month, Gov. Gavin Newsom of California said on Tuesday that, once restrictions begin lifting, face coverings would most likely be a part of daily life in public. [Jenna Schenfeld for The New York Times](#)  
  
**States envision a post-pandemic future**  
  
Governors from both parties said on Tuesday that, while they were a long way from telling Americans to return to their normal lives, [it was not too early to make plans](#).

## Marketing Newsletters

### Non-Obvious Insights

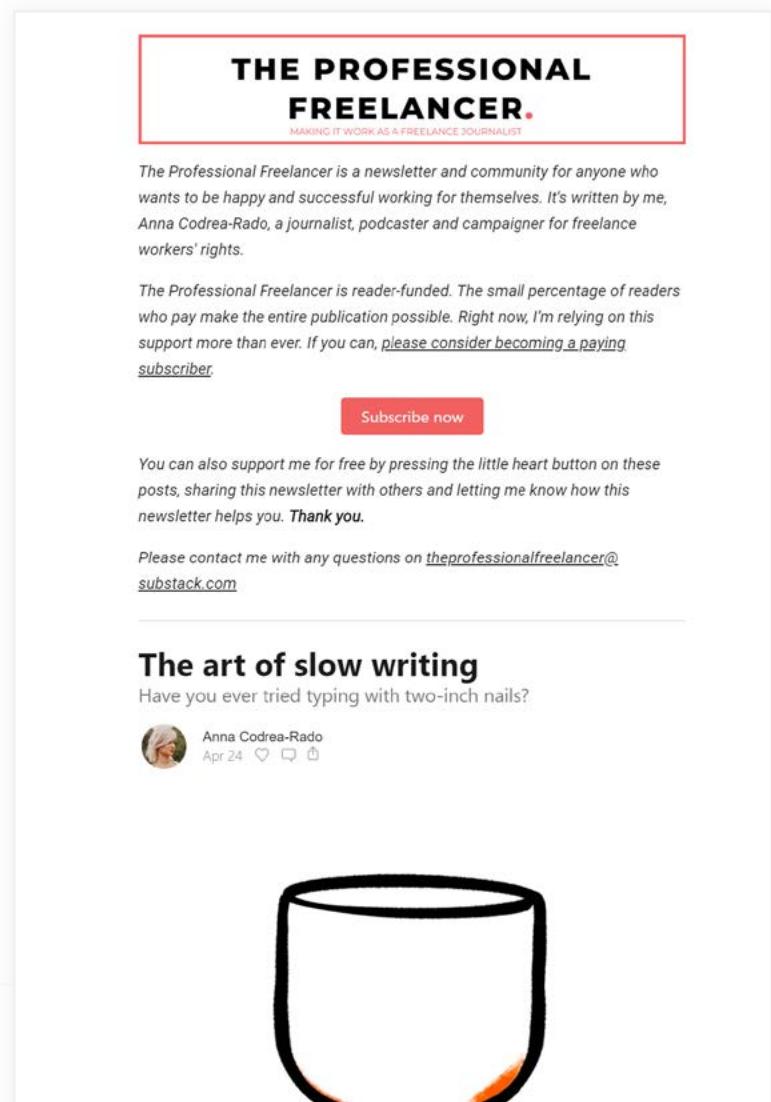
Covering what's what in the marketing world weekly, this newsletter delivers you all the updates you need without overwhelming you with their design



The screenshot shows the header of the Non-Obvious Insights Newsletter. It features a colorful horizontal bar at the top with the text "NON OBVIOUS INSIGHTS NEWSLETTER". Below this is a yellow lightbulb icon and the tagline "THE MOST INTERESTING + UNDERRATED STORIES EVERY WEEK (AND WHY THEY MATTER)". The main content starts with a personal greeting "Dear <>First Name>," followed by a detailed article about remote work and virtual meetings. A sidebar on the right promotes a free eBook titled "Virtual Meetings & Remote Work" with a "GET YOUR COPY" button. At the bottom, there's a link to share the newsletter via a unique URL.

### The Professional Freelancer

For freelancers and those who hire freelancers, this is a practical advice newsletter delivered weekly on Friday



The screenshot shows the header of The Professional Freelancer newsletter. It has a red-bordered box containing the title "THE PROFESSIONAL FREELANCER." and the subtitle "MAKING IT WORK AS A FREELANCE JOURNALIST". Below the title is a paragraph about the newsletter's purpose: "The Professional Freelancer is a newsletter and community for anyone who wants to be happy and successful working for themselves. It's written by me, Anna Codrea-Rado, a journalist, podcaster and campaigner for freelance workers' rights." Further down, it discusses reader funding and a "Subscribe now" button. At the bottom, there's a section for sharing the newsletter and contact information.

### The art of slow writing

Have you ever tried typing with two-inch nails?



## Marketing Newsletters

### Litmus

You would expect the newsletter for an email marketing testing company to excel, and this one does by delivering you interesting content within an original template



### Newscred

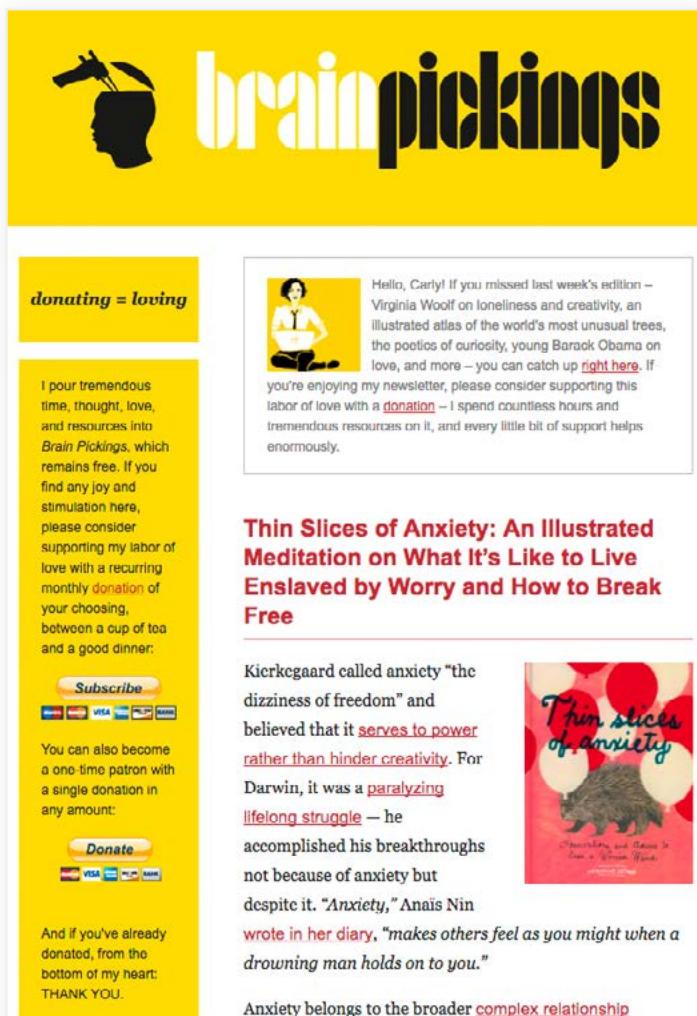
A showcase for their ready-to-use content marketing strategies, this newsletter is chock full of fresh marketing insights and tips

A screenshot of a NewsCred newsletter. At the top, there's a logo and the word 'NewsCred'. Below that is a headline: 'NewsCred is Getting One Million Masks to Healthcare Workers in NYC and Beyond'. Underneath the headline is a large, blurry photograph of a healthcare worker wearing a pink scrub top and a stethoscope. To the right of the image, there's a block of text: 'At NewsCred, we have always believed that every company has an obligation and responsibility to the communities in which they operate. We wanted to share the story of 1M MASKS and how we are doing our small part during this global crisis.' A red 'Read More →' button is located at the bottom of this section. Further down, there's a 'RELATED ARTICLES' section with two thumbnails: one for '9 Ways to Pivot Your E-Commerce Marketing Strategy During COVID-19' and another for 'How should brands prepare for Ramadan in the year of Covid-19?'.

## Web Newsletters

### BrainPickings

Delivered to your inbox every Sunday morning, readers are given the week's most unmissable articles about psychology, creativity, science, art, and design



The screenshot shows the Brain Pickings newsletter homepage. At the top is a yellow header with a black silhouette of a head containing a horse and the text "brainpickings". Below the header, there's a sidebar with a yellow background containing the text "donating = loving" and a message about supporting the newsletter. The main content area features a yellow box with a small portrait of a woman and text about last week's edition. Below this is a red section titled "Thin Slices of Anxiety: An Illustrated Meditation on What It's Like to Live Enslaved by Worry and How to Break Free". This section includes a quote from Kierkegaard and a small image of a book cover. The footer contains links for "Subscribe" (with payment icons), "Donate" (with payment icons), and "Share" (with social media icons).

### Medium

Offered both daily and weekly, the blog-publishing platforms delivers great content right to your inbox so you don't have to tread through the slush to find what you're looking for

### Medium DAILY DIGEST

Stories for CXD Studio

#### Based on your reading history



##### Working the Weekly 1:1

A better approach for the most important meeting of the week  
Christina Wodtke 5 min read



##### The Feedback Paradox: Brutal Honesty, Radical Transparency, Radical Candor and...

Feedback is Necessary. It's Also Hard.  
Joe Dunn in Tech People Leadership 7 min read



##### Documenting Decisions in a Remote Team

One of the questions I hear most about our globally distributed team at Buffer is “how do you document...  
Katie Womersley 4 min read

#### Best in Social Media



##### China's Social Media Campaign to Divide Hong Kong Should Worry Us All

Facebook and Twitter have made progress since 2016, but attackers still have the advantage  
Will Oremus in OneZero ★ 5 min read



##### How News About Crime Warps Your Brain

And why it matters where you read it  
Angela Lashbrook in OneZero ★ 7 min read

#### Best in Freelancing



##### 5 Things I Wish I'd Known Before Starting An LLC

## Ecommerce Newsletters

### REI

The recreational sports outfitters' newsletter does what many ecommerce vendors struggle to do, promote good products with good content

REI newsletter screenshot featuring a large image of four people hiking in a snowy mountain range. Below the main image is a collage of smaller photos showing various outdoor activities like surfing, kayaking, and backpacking. At the top, there's a navigation bar with links to 'SHOP', 'ADVENTURES', the REI logo, 'CLASSES', and 'JOURNAL'. A prominent section title '2020: anything but bland' is followed by a paragraph about active trips. A call-to-action button says 'HAVE A UNIQUE YEAR'.

### InVision

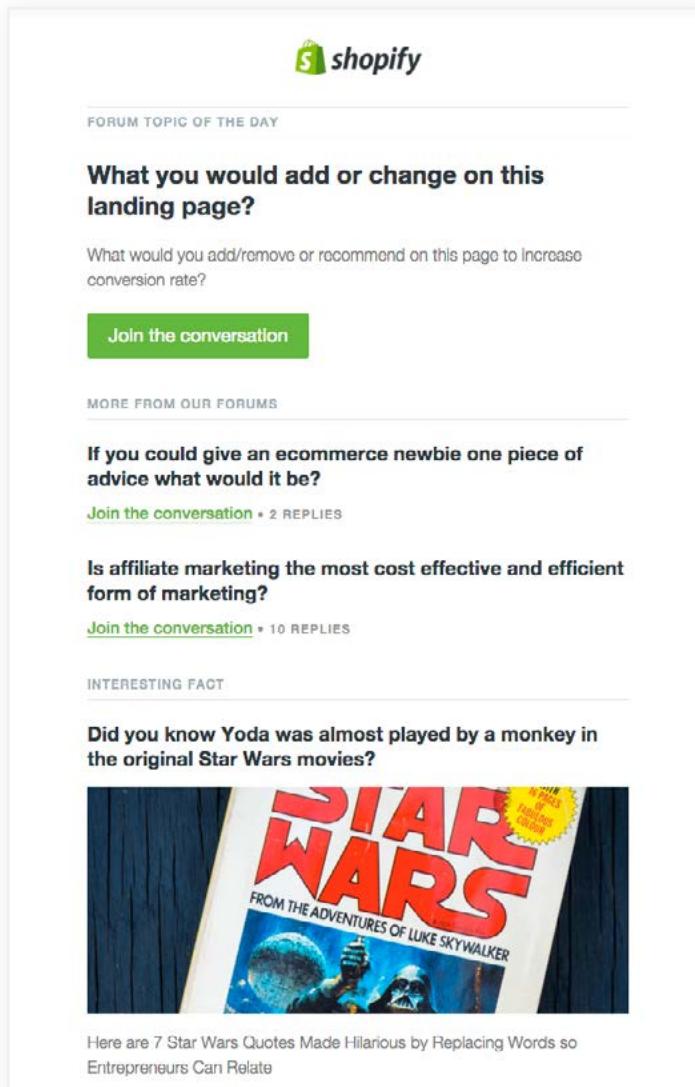
A weekly digest of top performing blog posts and a roundup of design links peppered with the occasional competition, this is a modern and high performing newsletter

InVision newsletter screenshot showing a grid layout. The header reads 'Inside Design by InVision'. The first column contains images related to fitness app UIs, with a sub-section titled 'UI IN MY QUADS?' and a link 'TREAD LIKE BARRY'. The second column features a collage of various products and a section titled 'UX writing explained in 5 F words'. The third column shows a person working at a desk, with a link 'F THAT'. The fourth column is titled 'Scratch—A UI Kit to nourish your creativity by InVision' and shows a preview of the Scratch UI Kit. A 'LINKS' section is at the bottom.

## Ecommerce Newsletters

### Shopify

Whether you are a regular user of Shopify or not, their newsletter is a useful and practical mix of advice, industry news, and interviews

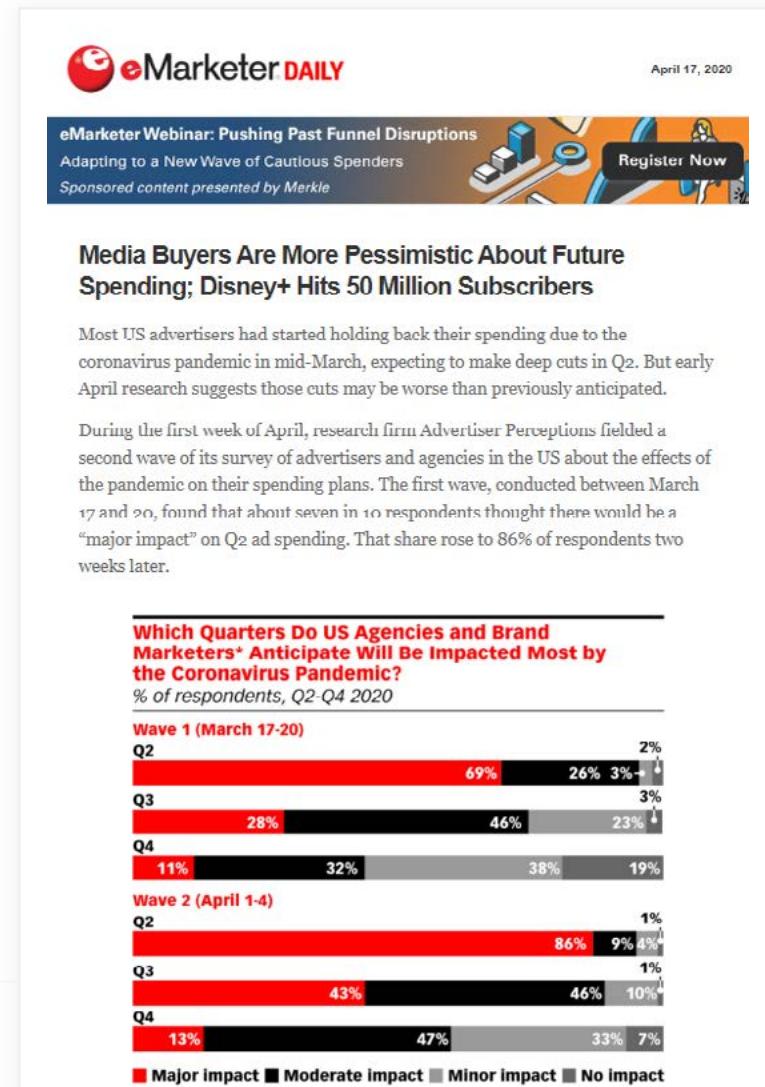


The screenshot shows a newsletter from the Shopify forum. At the top, there's a header with the Shopify logo and a "FORUM TOPIC OF THE DAY" section. Below it, a main topic is displayed with the title "What you would add or change on this landing page?". A subtext asks, "What would you add/remove or recommend on this page to increase conversion rate?", followed by a green "Join the conversation" button. Underneath, there's a "MORE FROM OUR FORUMS" section with a topic about giving advice to ecommerce newbies, another about affiliate marketing, and a fun fact about Yoda. At the bottom, there's a section titled "Did you know Yoda was almost played by a monkey in the original Star Wars movies?" featuring a Star Wars book cover.

Here are 7 Star Wars Quotes Made Hilarious by Replacing Words so Entrepreneurs Can Relate

### eMarketer

For daily briefings on all the Ecommerce news work covering, and for the latest tech news the new eMarketer Tech



The screenshot shows a newsletter from eMarketer DAILY. It features a header with the eMarketer logo and the date "April 17, 2020". Below the header, there's a promotional banner for a webinar titled "eMarketer Webinar: Pushing Past Funnel Disruptions: Adapting to a New Wave of Cautious Spenders", sponsored by Merkle, with a "Register Now" button. The main article headline is "Media Buyers Are More Pessimistic About Future Spending; Disney+ Hits 50 Million Subscribers". The text discusses how US advertisers were holding back spending due to the pandemic. It also includes a chart titled "Which Quarters Do US Agencies and Brand Marketers' Anticipate Will Be Impacted Most by the Coronavirus Pandemic?" showing responses from Q2-Q4 2020 across four waves.

2%  
26% 3%  
3%  
46% 23%  
38% 19%  
1%  
86% 9% 4%  
1%  
43% 46% 10%  
13% 47% 33% 7%

■ Major impact ■ Moderate impact ■ Minor impact ■ No impact

## Customer Emails

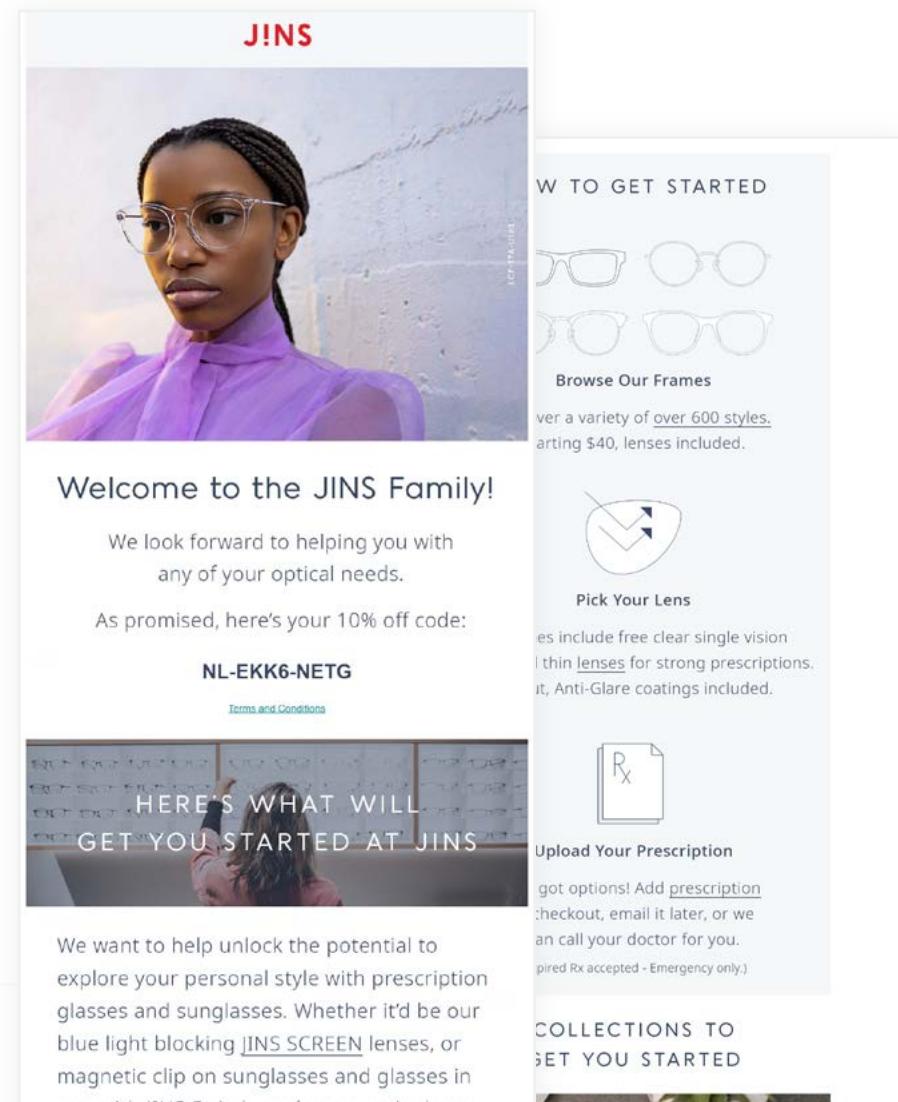
### Everlane

This socially-conscious retailer offers curated looks using their products in a visually appealing newsletter



### Jins

A straightforward newsletter for the eyewear company, this email focuses on highlighting products while encouraging readers to come in to their store



## Customer Emails

### Home Depot

Offering DIY tips and instructions, tool recommendations, and project ideas, this newsletter is informative and a great way to showcase products

The screenshot shows a newsletter from Home Depot. At the top is the Home Depot logo with the tagline "How does get more done." Below the logo is a navigation bar with links: Appliances, Bath, Plumbing Repair, Storage & Organization, Smart Home, and Lawn Maintenance. The main image is a photograph of a white toilet in a bathroom with light-colored brick walls and a window. Below the image is the title "YOUR GUIDE TO FIXING A TOILET" in bold black text, followed by the subtitle "5 Common Issues & How to Solve Them". There is an orange "More Info" button. At the bottom of the screenshot are two smaller images: one of a man working on a ceiling fan and another of hands working on a garbage disposal.

**YOUR GUIDE TO FIXING A TOILET**  
5 Common Issues & How to Solve Them

[More Info](#)

**How To**  
Quiet a Noisy Ceiling Fan

**DIY Repair**  
Fix a Garbage Disposal

TACKLE HOME MAINTENANCE

### Unsplash

The image sharing platform sends out both a weekly and monthly newsletter, the former with a selection of curated images and the latter with partnership updates

The screenshot shows a newsletter from Unsplash. At the top is a camera icon. Below it is the title "The best new photos released on Unsplash" in bold black text. The text below reads: "Hey Katherine, Every day photographers release thousands of new, beautiful photos on Unsplash. Here's a few of our team's favourites from today:". Below the text is a 2x3 grid of six images: a coastal town at sunset, a person walking on a beach, a pier over water, a person in a yellow dress standing against a wall, a laptop on a desk, and a close-up of a hand holding a small object.

**The best new photos released on Unsplash**

Hey Katherine,

Every day photographers release thousands of new, beautiful photos on Unsplash. Here's a few of our team's favourites from today:

## Nonprofit Newsletters

### Opening Act

This newsletter showcases events, educational information, and news from the students they serve while encouraging donations to support their programs

The newsletter features a yellow header with the text "30 REASONS TO JOIN OPENING ACT FOR 30 MINUTES TONIGHT!". Below this, there's a grid of reasons, each with a small image and text. Some examples include "OUR CORE VALUES (SHOWING UP, YES, AND-ING, LISTENING, RESPECTING, EMPOWERING, INCLUDING)" and "POSITIVE YOUTH DEVELOPMENT". At the bottom, there's a photo of five people and the text "SHOW UP to YES, AND!".

30 REASONS TO JOIN OPENING ACT FOR 30 MINUTES TONIGHT!

OUR CORE VALUES (SHOWING UP, YES, AND-ING, LISTENING, RESPECTING, EMPOWERING, INCLUDING)  
YOU CAN WEAR YOUR PAJAMAS  
POSITIVE YOUTH DEVELOPMENT

OUR DEDICATED COMMUNITY OF SUPPORTERS  
ANTHONY RAMOS  
SUMMER ARTS & LEADERSHIP CONSERVATORY

OPENING ACT'S ALUMNI NETWORK  
STUDENT LEADERSHIP COMPANY  
FUN FOR THE WHOLE FAMILY

SHOW YOUR KIDS WHAT COMING TOGETHER IN DIFFICULT TIMES LOOKS LIKE  
Kenny Leon  
LAUGH  
30 REASONS TO JOIN  
OPENING ACT FOR  
MINUTES TONIGHT !  
HOPE

BE ENTERTAINED!  
AJA NAOMI KING  
SHOW, DON'T TELL  
JAMES MONROE IGLEHART

57 PARTNERING NYC PUBLIC SCHOOLS  
20TH YEAR OF OPENING ACT  
KEEP 500+ STUDENTS ENGAGED

OUR FIRST MIDDLE SCHOOL PROGRAM  
ARTS ARE WORTH FIGHTING FOR!

ACT 2 FELLOWS PROGRAM  
10 PARTNERING DISTRICT 79 SITES  
A SPECIAL APPEARANCE BY GUY'S KIDS  
MEET ZARETA RICKETSON  
STUDENT PERFORMANCES  
BILLY PORTER

If you are unable to see image, [click here](#).

Join Billy Porter, Anthony Ramos, Aja Naomi King, James Monroe Iglesias, Kenny Leon, and many more to...

SHOW UP to YES, AND!

A virtual gathering to support Opening Act.

### National Wildlife Federation

By sharing educational articles that include a prominent CTA and promoting running contests, this newsletter boosts engagement beyond the email

The newsletter features a large image of a monarch butterfly on a pink flower. At the top, there's a logo for "ACTION FUND" and a "TAKE ACTION" button. The text discusses the decline of monarch butterflies and the need for milkweed plants.

TAKING ACTION

Katherine,

Imagine there was a law that would save thousands of acres of crucial habitat for monarch butterflies, a species that has suffered a catastrophic decline over the last 20 years.

But it wasn't enforced.

[Urge the Environmental Protection Agency to enforce protections of the native grasslands that provide monarch habitat.](#)

Monarchs need milkweed plants to breed — it's the one and only host plant for monarch caterpillars, plus it supplies nectar for adult butterflies.

Milkweed grows abundantly in native grasslands in the Midwest, but that habitat is disappearing faster than any other ecosystem in North America.

There's so little native monarch habitat left. These fragile butterflies can't survive without a place to breed.

TAKE ACTION

Monarch decline is an indicator that there is something wrong in our shared environment. *Do we really want a world without monarch butterflies?*

[You can help reverse the decline of the monarch by taking action today!](#)

Thank you for all you do for wildlife and our natural world.

## Nonprofit Newsletters

### ALS Therapy Development Institute

ALS TDI, famous for their ice bucket challenge, encourages readers to start their own fundraisers and shares research that is funded by their subscribers, along with community (and virtual) events

The newsletter features a large header with the ALS Therapy Development Institute logo. Below the header is a collage of images showing people using laptops and video conferencing. A section titled "Virtual Programs and Events that Fund ALS Research" discusses how they adapted to COVID-19. It includes a "Read More" button and a "Virtually Fundraise for ALS Research Now!" section with a button. Other sections include "Ride in the 2020 'My-State Trek'" with a photo of cyclists and a "Play Virtual Community Trivia" section with a photo of a game board.

### Habitat for Humanity Local Chapters

Habitat offers local updates and community members' stories as well as opportunities to volunteer, build, and donate

The newsletter header features the Habitat for Humanity Greater Boston logo. A quote "I am grateful...very grateful." is displayed above a story about Khatsia applied for a home. Below the story is a photo of two women standing in front of a house. A testimonial from Khatsia Goode, a Habitat homeowner since 2013, is included. At the bottom, a box states that Habitat for Humanity Greater Boston received a 4-star rating from Charity Navigator. The footer contains the address and phone number for Habitat for Humanity Greater Boston.



## Email Marketing Free Certification Course

Whether you're a seasoned email marketing professional or new to marketing, sign up for HubSpot's Email Marketing Certification. With the ever-changing world of digital marketing, our email marketing course will help you create and grow a successful email program.

[Sign up](#)

LESSON	INSTRUCTOR
1 Understanding Email Marketing	3 videos (19 minutes) Courtney Sembler
2 Creating a Contact Management and Segmentation Strategy	3 videos (15 minutes) Bernardo Vorderwinkler
3 Sending the Right Email	3 videos (18 minutes) Courtney Sembler
4 Creating a High-Performing Email	3 videos (27 minutes) Courtney Sembler



## Email Marketing Software

HubSpot's Free Email Marketing tool helps businesses send email, nurture leads, and acquire new customers. Marketers of any skill level, with and without design support can create and send beautiful emails for free.

[Get started free](#)

