

Struggling to Create Your Newsletter? Digital Marketing Strategists Can Help

By: Amanda C. Dacquel



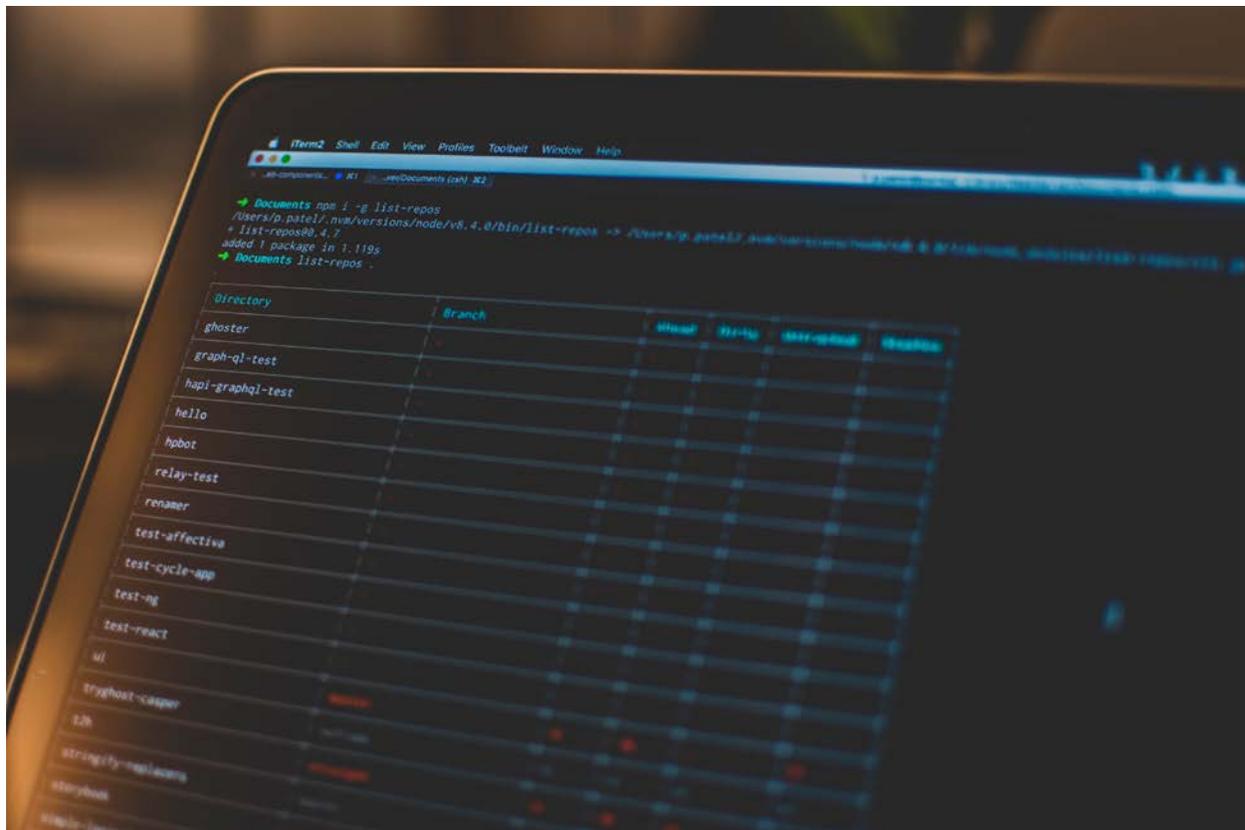
For many new company owners, there is rarely white space on the calendar. With every ounce of energy going toward building your business, things like creating a newsletter tend to fall further down your to-do list.

Newsletters Build Buzz

When readers sign up for your newsletter, it means they are interested. But if there are gaps between your product launch or service introduction, readers may forget about your business.

In order to keep momentum going, sending out newsletters can help. Talking about the latest industry trends and news, in addition to providing reminders about your launch, will keep readers invested and engaged.

A Direct Line to Your Subscribers



The popular notion that social media is the most effective publicity tool is not always true. With thousands of tweets and the rise of [social media bots](#) crowding the space, it can be hard to capture your followers attention for the messages that count.

This is why we recommend building an email list, even if your product has not yet launched. Despite the amount of emails people receive every day, [Steff Lewis, head of consumer insights at retailer, Give as you Live](#), notes that an effective email campaign is six times more likely to capture your readers' attention than a social media post. In short, a newsletter is a direct line to your subscribers' eyes and ears.

Regular Updates

One of the easiest ways to provide updates to your customer base is by sending out a newsletter.

If you're still worried about them forgetting, you can send out more frequent updates in shorter formats. Subscribers are already curious about your business, and regular updates let them know how things are going.

Personalization

Newsletters can include anything. Whether you want to include shop links, graphics, a video, or a link to a powerful story you think they'd be interested in, that can all be included.

Newsletters are also an opportunity for your readers to connect with you and become familiar with your voice. The more forthcoming you are, the better. While getting this tone right can be tricky, an experienced strategist and ghostwriter can help personalize and customize your newsletter.



For the busy founder, outsourcing your email marketing campaign will get your newsletter up and running in no time.

Every successful professional needs a team, and working with a digital marketing strategist will free up your time so you can focus on what matters most.