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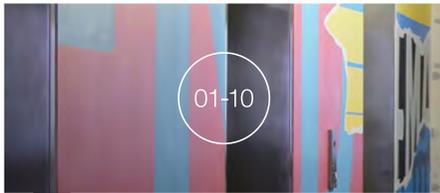
50 Must-Have Content
Ideas for Your Email
Newsletter

50 Must-Have Content Ideas for Your Email Newsletter

Email newsletters are a win-win. They benefit companies and consumers alike. Why? Email newsletters give businesses a forum to send multiple messages to a captivated, qualified audience.

One of the best parts about email newsletters? Creating them is easy! The not-so-easy part is generating content for newsletters month after month—it can prove challenging for even the most seasoned marketer. But, we've got your back. Read on for 50 must-have ideas for your next email newsletter.

IN THIS GUIDE



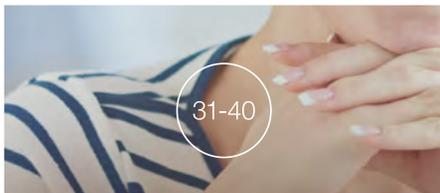
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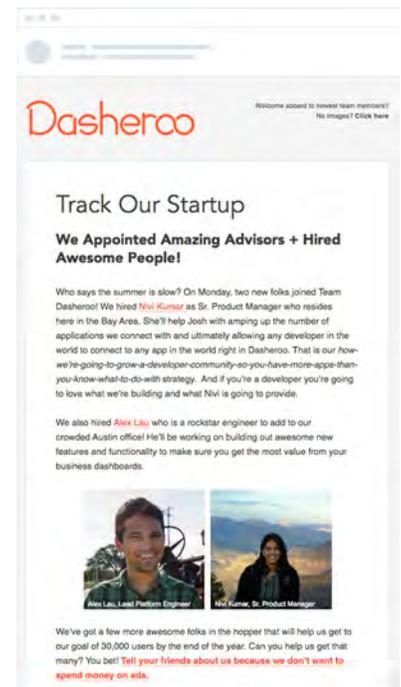
01-10

Company Information

It's always a good idea to keep subscribers in the know about your company, and email newsletters are a perfect way to fill them in about recent milestones, awards and good press.

- 01 Favorable articles about your company
- 02 Business changes that impact customers
- 03 A company anniversary or milestone
- 04 Recent award nominations or wins
- 05 A list of open positions for hire
- 06 Monthly business recaps
- 07 A behind-the-scenes look at your company
- 08 A message from the CEO
- 09 Insight into your company's history
- 10 Important dates to keep in mind

IDEAS IN ACTION



11-20

Product Updates and How-Tos

Of course, you'll want to provide product updates in your email newsletters, but the key is to mix-up the formats. Sure, text is great, but try including videos, photos and other images to provide cool visuals along with the content text. Here are some ideas:

- 11 New use cases and case studies
- 12 A product video how-to
- 13 Little known uses for your product or service
- 14 Updates about new products and releases
- 15 An exclusive tip of the month
- 16 Images of your mobile app in action
- 17 Partner mobile app reviews
- 18 Deals and discounts
- 19 A cool new best practice or tip
- 20 New vendors for your products/services (like new stores or websites)

IDEAS IN ACTION



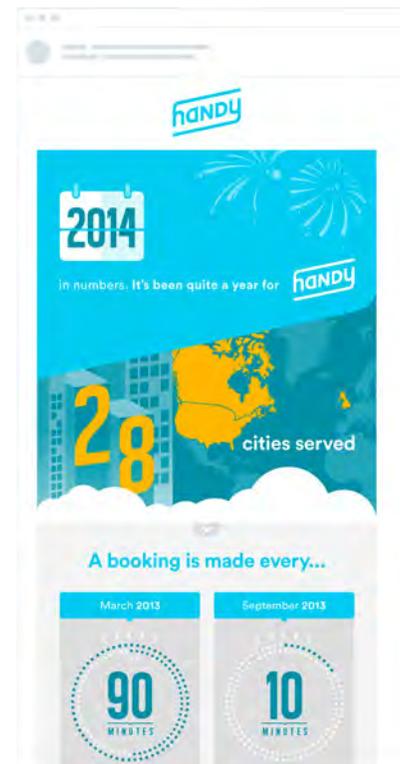
21-30

Content, Content, Content

There are so many opportunities to build your audience with content that's not directly related to your company or product. So, be sure to make room for something fun and educational. Content often performs better than promotions—and constant “me-talk” can grow tiresome. Here are some ideas for great content:

- 21 A top ten list
- 22 A survey or poll
- 23 Quotes—motivational or just plain funny (if appropriate)
- 24 Recent studies or surveys related to your business
- 25 Statistics and data points
- 26 Infographics
- 27 Updates about your social channels
- 28 A guest blog post you've written for another company or brand
- 29 Third-party apps and tools your audience would find useful
- 30 A roundup of your most popular blogs, videos, or services from the month or year

IDEAS IN ACTION



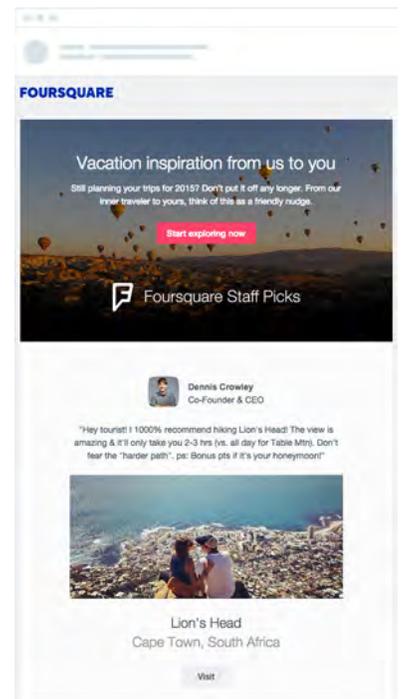
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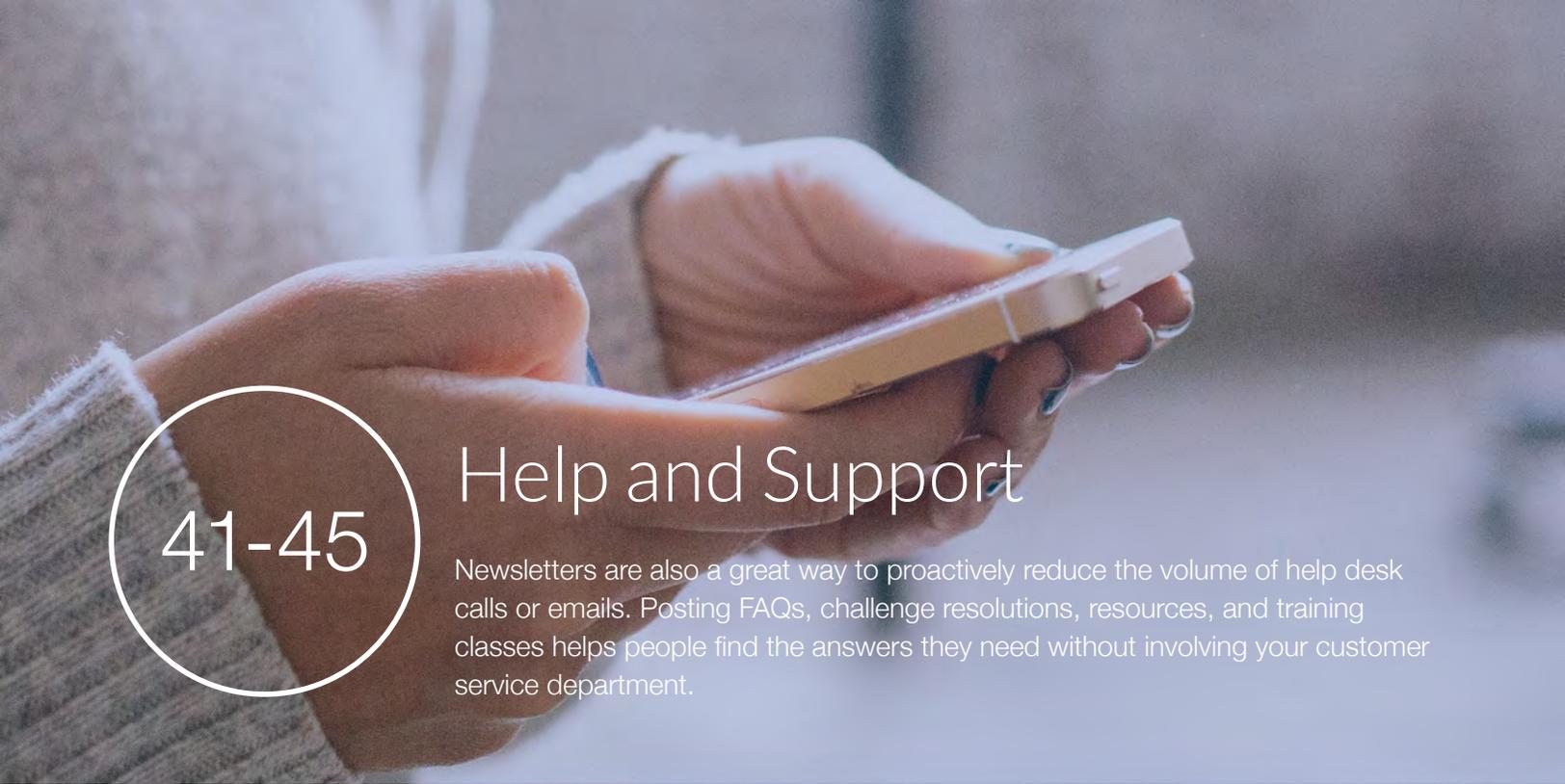
Put a Human Face on Your Business

Building personal relationships with your subscribers helps you develop brand loyalty and a sense of trust—and people are more likely to trust your business if they know that real, live people work there. Use your email newsletters to spotlight your teams and add personality.

- 31 A team spotlight with pictures and bios
- 32 An interview with one of your executives
- 33 New hire bios
- 34 A “Dear Abby” type advice column
- 35 Photos your customers have shared
- 36 A blog post from someone on your team
- 37 A meet-the-customer-support-agents post
- 38 Positive feedback from customers
- 39 Information on your customer loyalty program
- 40 A “Thank You” to donors, event attendees, or customers

IDEAS IN ACTION





Help and Support

41-45

Newsletters are also a great way to proactively reduce the volume of help desk calls or emails. Posting FAQs, challenge resolutions, resources, and training classes helps people find the answers they need without involving your customer service department.

41 Frequently asked questions (FAQs) with answers

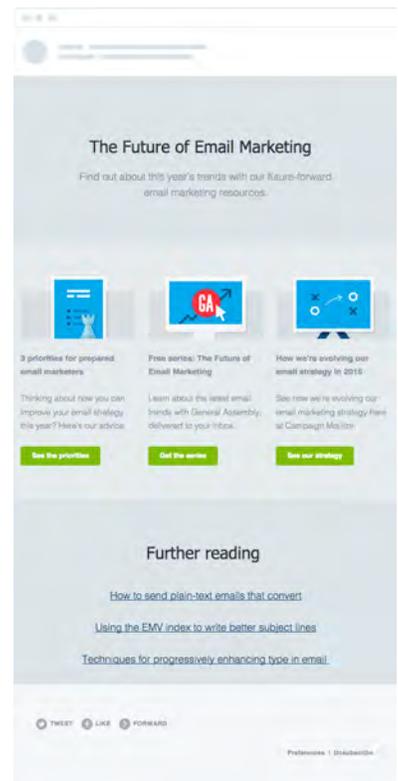
42 A customer service case and resolution

43 Before and after stories

44 New training opportunities

45 Free resources, like white papers and guides

IDEAS IN ACTION



46-50

Event Information

For sure you'll want to mention any upcoming events in your email newsletters, too. You've probably promoted the event in other ways, so this is just an additional chance to build excitement, sell tickets, or increase views.

- 46 Upcoming events and webinars IDEAS IN ACTION
- 47 Webcast recordings of past events
- 48 Information about an event you're sponsoring
- 49 Partner events related to your business
- 50 Community service initiatives



Up Your Newsletter Game Now

We hope these 50 email newsletter ideas put you in the fast lane for upping your email newsletter game. Remember, your readers have chosen to receive these emails, so they want to hear from you on a regular basis. Don't flood them with info, but do offer great content on a regular basis.

Use the space below to jot down some of your own ideas for newsletter content.

1	_____	4	_____
2	_____	5	_____
3	_____	6	_____

Need help creating and sending your email newsletters?

Contact Concilio today concilio.co.nz