Key Newsletter Infrastructure

How to choose the right Email Service Provider for you
Hi! I’m Joseph Lichterman

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- Author of Solution Set newsletter
- Co-author: Newsletter Guide, Membership Guide
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In Module One, Emily covered...

- Why newsletters are important.
- How to conduct and synthesize audience research.
- How to choose the type of newsletter that’s right for you.
Module 2: Launching a Newsletter

- **Video 1: Newsletter Tech Stack**
  - What is an ESP?
  - How to choose an ESP
  - Other key technology

- Video 2: Data + Privacy basics
  - Privacy laws + best practices

- Video 3: Launching!
  - Data-informed decision making
  - Key analytics

- Q&A: Jacqué Palmer, former Gannett Senior Content Strategist
What is a tech stack?

A tech stack is the suite of tools and technology you use to power your organization.
What is an Email Service Provider?

An Email Service Provider — or an ESP — is the software you use to:

- Design newsletters
- Send newsletters
- Track and analyze email metrics
- Manage your email lists
Some ESPs you may have heard of...
No matter if you’re working in a newsroom or as an individual journalist, these are some key considerations:

- Cost
- Design Tools: Email templates, sign up modules, etc.
- Sign-up process
- List Segmentation
- Data resources
- Monetization
Depending on your needs, you’ll want to consider a few other elements of the email tech stack:

- Hosted website + custom domain
- Content Management System (CMS)
- Customer Relationship Management system (CRM)
- Payment Processor
Your tech stack can help with deliverability and ensure that you’re considered a trusted sender.

Here are a few essential concepts:

- **DKIM**: Encryption ensuring that an email hasn’t been tampered with.
- **SPF**: Specifies servers that can send email on your behalf.
- **DMARC**: Authenticates your domain.
Key Takeaways

- Choose an ESP that fits your budget and editorial needs.
- Other key elements of the newsletter tech stack: Website, CMS, CRM, payment processor.
- Focus on deliverability.
Next up: Privacy & Data