

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
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LAST WEEK...

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?

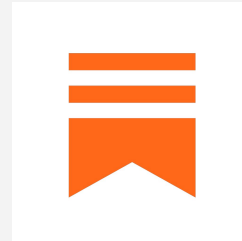
A tech stack is the suite of tools and technology you use to power your organization.

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...



WHAT TO CONSIDER WHEN CHOOSING AN ESP

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

RELATED TECHNOLOGY

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

FOCUS ON DELIVERABILITY

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

