Keep a healthy Newsletter List

How to retain your readers and maintain the health of your newsletter
In Module Three, Caroline covered...

- Video 1: Audience Growth
- Video 2: Paths to Monetization
- Video 3: Getting Started with 💰💰💰
Module 4: Optimize Your newsletter for the long haul

- **Video 1: Keeping an engaged list**
  - Onboarding
  - Retention
  - Re-engagement

- **Video 2: Newsletter evolution**
  - Know when it’s time for change
  - Meet news needs
  - End a newsletter

- Q&A: Sarah Ebner, head of email and editorial newsletters, The Telegraph

- Q&A: Pedro Doria, Meio’s co-founder and editor
Treat Your Newsletter List Like a Garden
Essentials for a Healthy Newsletter List

- Retention begins at onboarding
- Re-engage subscribers who aren’t regularly reading your newsletter
- Clean your list
As soon as someone subscribes to your list, send a welcome email – or series of emails:

- Make it personal!
- Give readers an overview of what to expect in each edition.
- Share a link to a recent issue.
- Instructions to ensure delivery.
- Build up to donate/subscriber ask
Hello from The New York Times.

My name is David Leonhardt. Each weekday, you will be receiving an email from me – called “The Morning” – that will help you make sense of the day's biggest news. The email is meant to provide you with clarity, context and, ideally, some delight.

A bit more about me: I've been working at The Times since 1999 – as a business reporter, economics and politics columnist, magazine staff writer, Washington bureau chief and founding editor of The Upshot section. I still feel lucky to be here. My colleagues and I are grateful for the opportunity to explore the world on behalf of you – our readers – and to report back to you with what we discover.

In addition to news and culture, The Morning will also give you a peek behind the curtain of The Times – at the more than 1,700 Times journalists, including doctors, lawyers, cartographers, former Marines and other experts, who are stationed in 159 countries around the world.

We hope this newsletter becomes a part of your morning. I'll see you in your inbox soon.

David Leonhardt
Onboarding

Welcome to Punchbowl

PN
To You

Hey – Congratulations on making a great decision and joining the Punchbowl News community. We’re glad to have you as a part of our crew. You will begin receiving Punchbowl updates on Sunday and our first morning newsletter on Monday.

We’ll be in your inbox Monday through Friday — and sometimes more frequently than that — with great content about Power, People and Politics in Washington.

Do us a favor: We hate when overeager email providers prevent us from getting our content to you, so mark us as a safe sender and add team@punchbowl.news to your contact list/allow list.

Gmail users: Mark us as a safe sender and move us to your primary inbox

- On your phone? Hit the 3 dots at top right corner, click “Move to” then “Primary” or “Important.”
- On desktop or laptop? Go to your inbox, and drag and drop this email into the “Primary” or “Important” tab near the top left of your screen.

Apple mail users - tap on our email address at the top of this email (next to “From:” on mobile) and click “Add to VIPs.”

Thanks and welcome to Punchbowl. Email us at any time with questions, comments or feedback. We want this to be fun for you too.

The Punchbowl Team
A good re-engagement campaign reminds readers that they signed up for your newsletter and shares some examples of what they’re missing. Send if...

- A reader hasn’t engaged in a certain period of time
- List has been dormant or you’re inheriting an old list
- Making a change to the newsletter

A good re-engagement campaign + list cleaning + re-engagement campaigns
Morning Brew Re-Engagement Strategy:

- If a reader hasn’t opened a newsletter for 60 days, Morning Brew will send a re-engagement email.
- Or if a new subscriber doesn’t open first email within 3 weeks.
- Then if reader doesn’t open within 48 hours, they’re removed from the list.

Source: https://digiday.com/media/publishers-reengage-dormant-email-subscribers/
“...We don’t care about the vanity metric of total subscribers. We really care about the total opens. If we acquire you as a subscriber and you stop reading, we don’t really care to keep you on our list for the sake of saying we have more subscribers. We keep open rates high, which makes deliverability better, which increases the total unique opens, which is the only metric that really matters.”

– Morning Brew senior product lead Tyler Denk
Key Takeaways

- Retention begins at onboarding
- Re-engage subscribers who aren’t regularly reading your newsletter
- Clean your list
Next UP: How to Evolve or End a Newsletter