



# KEEP A HEALTHY NEWSLETTER LIST




How to retain your readers and  
maintain the health of your  
newsletter



LAST WEEK...

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

# ONBOARDING

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/subscribe ask

# ONBOARDING

## The New York Times

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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.

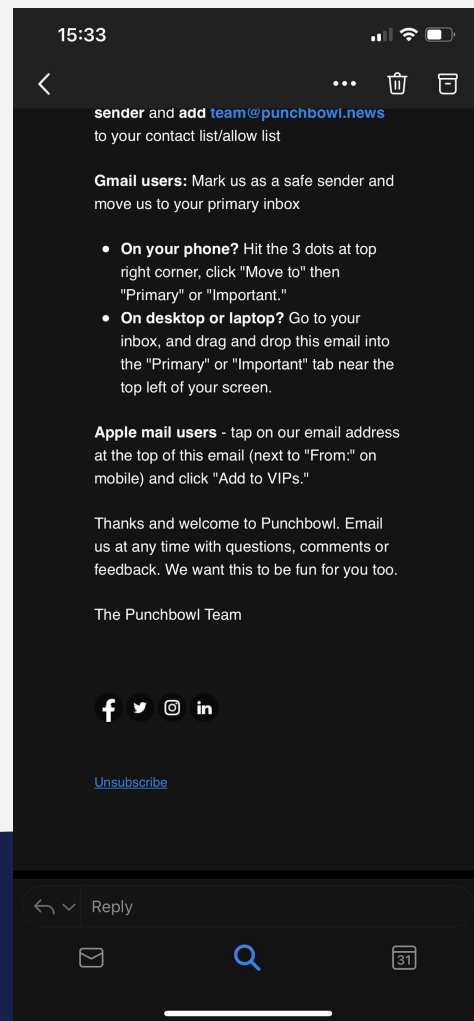
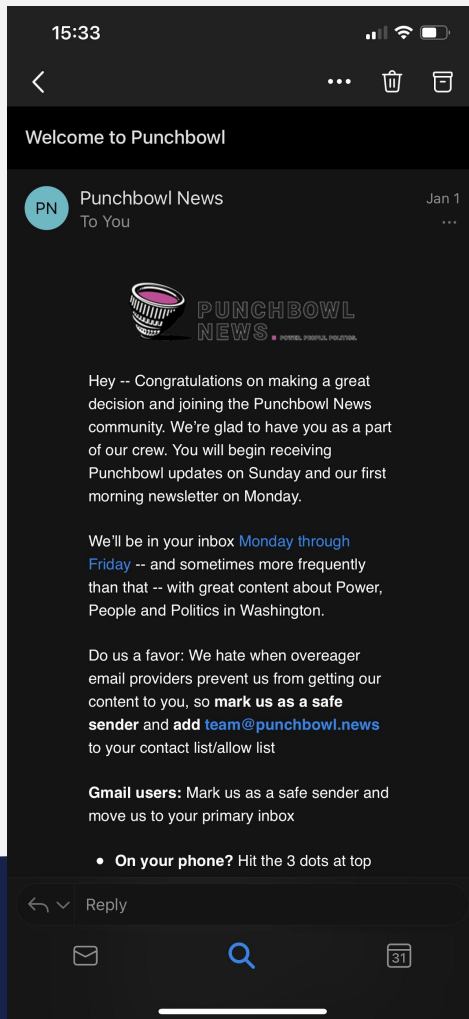
In addition to news and culture, The Morning will also give you a peek behind the curtain of The Times – at the more than 1,700 Times journalists, including doctors, lawyers, cartographers, former Marines and other experts, who are stationed in 159 countries around the world.

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



David Leonhardt

# ONBOARDING





# RE-ENGAGEMENT CAMPAIGNS + LIST CLEANING

A good re-engagement campaign reminds readers that they're 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

# RE-ENGAGEMENT CAMPAIGNS + LIST CLEANING

## 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.

# RE-ENGAGEMENT CAMPAIGNS + LIST CLEANING

“...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

