

# EVOLVE YOUR NEWSLETTER



When to change or end your  
email newsletter.



## 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

NEWSLETTERS  
SHOULD NOT  
LAST FOREVER

- Do not be afraid of change.
- Assess your portfolio regularly

YOU ALREADY  
HAVE MANY OF  
THE TOOLS YOU  
NEED...

- Audience research
- Key Metrics
- Review the business case
- Consider news needs

# A/B TESTING

A/B tests show your audience two variations of the same element to determine which is more effective.

Potential test subjects:

- Subject Line
- Sender Name
- Time of Day

# OTHER THINGS YOU CAN TEST:

- Different content types
- Different audience acquisition methods.
- Personalization
- Length of email
- Pre-header copy
- Use of images
- Color of buttons
- Etc.

EVOLVING AN  
EXISTING EMAIL:  
THE TELEGRAPH'S  
COVID-19  
NEWSLETTER

## The Global Health Bulletin

Mon-Fri



The latest coronavirus news and advice as the outbreak continues. Free to sign up, free to read

**Enter your email to sign up to The Global Health Bulletin**

Continue

# WHEN RACKED BECAME THE GOODS



Hello there, and welcome to **The Goods**! We've been around for one whole week now! To get you up to speed, our mission is to explain consumer culture, which means covering what we buy, why we buy it, and why it matters. When we say "what we buy," we mean *everything*: clothes, food, tech, transportation, beauty, fitness, travel, and on and on.

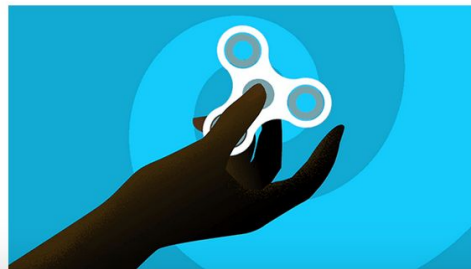
Twice a week, we'll be sending this newsletter so you can catch up on The Goods' best stories — reported features, news analysis, explainers, essays, narrative longform, even our very own design column. We promise it will be good(s) (sorry, couldn't help ourselves).

—*Julia Rubin*, editor of *The Goods*

PS: You're receiving this email because you were previously subscribed to the Racked newsletter. If you loved Racked, we have a sneaking suspicion you'll love The Goods too. Not interested? You can unsubscribe at the bottom of this email.

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Fidget spinners, weighted blankets, and the rise of anxiety consumerism





# CHANGING A FEATURE IN A NEWSLETTER

## Press Pause

*Here are our favorite picks to help you take a break today...*

**1. 10 books you're about to see all over Insta.** Spotted: a memoir from one of Hollywood's most legendary actresses, a psychological thriller that'll keep you up at night, and a new book from Joan Didion. [Hashtag.yes please.](#)

**2. Lightweight mascara that helps your lashes stay healthy.** Lancôme's new [Lash Idôle](#) formula has white tea extract, so it conditions lashes while lifting, lengthening, and volumizing. Without weighing them down. [Eye-conic.\\*](#)

**3. A guide to the new cleaning technique taking over Pinterest.** Goodbye KonMari, hello to our [new fave tidying hack](#). Tonight's plans, coming right up.

***PS:** Some personal news...this section is leaving the Daily Skimm soon. But don't worry, it's not going far. So if you like the life hacks and shopping recs you've found here, you're gonna want to [subscribe to our weekly newsletter](#). We can't tell you yet, but we've got biiiig things comin' soon.*

*\*PS: This is a sponsored post.*

# TRANSPARENCY TRIUMPHS

No matter if you decide to end or evolve a newsletter, you should...

- Explain the decision to your readers.
- Give them other ways to engage with you or your newsroom.
- Respect readers' privacy and remain compliant with data regulations.

# HOW THE CBC ENDED ITS POP-UP ROYAL WEDDING NEWSLETTER

1. It conducted a reader survey to learn more about what the subscribers liked and didn't like. The survey asked about the different content types, the length of the newsletter, the frequency, how they found the newsletter, and what they want to see next from the CBC.
2. It asked subscribers whether they would want to opt-in to stay on the list. Because of Canadian anti-spam laws, the CBC can only use the list for royal wedding related coverage.
3. Subscribers were also sent a list of five other CBC newsletters that they might be interested in receiving.

Source:

<https://www.lenfestinstitute.org/solution-set/why-cbc-news-created-a-pop-up-newsletter-for-the-royal-wedding/>

REMEMBER...

- Do not be afraid of change
- Assess your portfolio regularly
- Be transparent



*THAT'S A WRAP!*



