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 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
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.

Fidget spinners, weighted blankets, and the rise of anxiety consumerism
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 biiiiig things comin' soon.

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

- Do not be afraid of change
- Assess your portfolio regularly
- Be transparent
That's a Wrap!