
Cut Through the
Clutter and Confusion
of Email Newsletters

from rasa.º

Email Newsletters.

We'll be brief and get right to the point.

Email is the best outreach tool. There, we said it.

It is crucial to have a strategy in place, no matter what your business is. But what works for one company might not work for another.

So, you've got to figure out what works best for you.

With the boom in digital marketing and the rise of smartphones, email has remained one of the most important channels - especially the email newsletter.

In this guide:

- 1. Getting Over Your Email Anxiety**
- 2. A Brief History of the Email Newsletter**
- 3. Wait, What Are Email Newsletters?**
- 4. Why Send an Email Newsletter?**
- 5. Know the Purpose of Every Email Newsletter**
- 6. The Future of Email Newsletters**

First, let's start with the basics.

Getting Over Your Email Anxiety

Top 3 Email Fears and How to Overcome Them

At rasa.io, we believe in the importance of email and making sure that organizations everywhere are getting the most they can out of it.

Despite **all the proven benefits of email**, especially with the advancements in tech, there are those that fear email marketing is becoming irrelevant. This results in the infrequent or complete lack of effort, minimizing any opportunity that may have existed to reap the potential benefits of its use.

Others fear the time commitment, fear they lack content to support it, or have a host of other worries.

While these fears can be warranted, there are solutions to overcome these anxieties.

We've outlined the most common hesitations and fears and suggested methods to overcome each.

Learn how to qualify the [frequency](#) of engagement with your email subscribers to make this cost-effective communication method a key part of your marketing strategy, and ultimately your company's [success](#).

Fear #1 **Fear of Email Over-Communication**

This is by far one of the most common email anxieties shared by everyone from marketing interns to communication executives alike.

Many people ask:

“Are we sending too many emails?”

“Is our audience getting annoyed with us?”

“Are they going to unsubscribe from our emails?”

First, rest assured that this is normal. Being worried about how you're treating your audience is a good thing. If your organization is too apprehensive to send out emails regularly, then it is likely that you are not sending enough of them.

Without regular contact with those that have requested engagement, it is going to be difficult, if not impossible, to reach the marketing, sales or business goals you have set.

The Solution

Start by sending emails, but be sure to take it slow and test your audience's response. **The industry standard for email marketing is to be in contact with your audience at most twice a week, and at least once a month.** Create a schedule for when emails should be sent across your organization.

You can always change the pace at which you are emailing. Keep an eye on open rates and unsubscribes to gauge the



effectiveness of your efforts.

If your list is large or has been building for an extended period of time, don't despair if early metrics show low engagement or loss of subscribers.

You'll need weeks, maybe even months of data to determine a benchmark.

Remember, thousands of companies are using email every day to stay relevant and at the top of their prospect's and customer's minds, and you should be, too. Especially if it means you can simultaneously grow your reach and achieve your marketing goals with email.

Fear #2 **Fear of Not Having Enough Content**

Most businesses provide solutions to a targeted audience or to solve a specific problem.

Here's an example:

You supply plumbers and contractors with tools and materials for toilets, sinks, pipes, etc.

Companies should know the specific corners of their market well, but they often fear there is not enough content that appeals to their audience to fill a regular email newsletter.

While this fear may seem daunting to overcome, there are tools, like rasa.io, that make sourcing newsletter content easy.



The Solution

Create a map or “web” of key areas of interest that appeal to your target audience. Try a tool like “[Answer the Public](#)” to see the breadth of related terms.

Then take it a step further and drill down into the sub-topics that might also appeal to your subscribers.

For instance:

While plumbers often look for the necessary parts for doing a job, consider that they might also be business owners. They may need insights into how to market themselves, how to lower their overhead, or how to find quality employees.

Just like that, you’ve added new sources of potential [content](#) that is useful to your audience.

Fear #3 **Fear of Not Enough Time to Create Emails**

Not having enough time is one of the most relatable fears for organization owners across all industries.

Writing emails takes time. Building an email audience takes time. Strategizing when to send emails takes time.

If you are in a leadership role, you have a lot going on, so you might think you don't have the time to manage an email strategy and campaign.

The Solution

A simple and non-invasive solution to this fear is to **schedule your emails in advance.**

By doing this, you can ensure that content is going out without having to worry every week about where that content is going to come from, or how you're going to make the time to manage it.

Set aside a chunk of time to write and gather your content all at once.

When completed, schedule each of your emails for the whole month. Make sure you stay at least two weeks ahead of your schedule to ensure you don't get lost in your own solution.

The One Solution for Overcoming All Your Email Fears

Whether these fears are keeping you from taking the first step to implementing an email newsletter strategy, or you are in search of a solution to take the next step, the solution is yours for the taking.

Control the content sourced, the cadence that emails are sent, and capture the engagement data that ultimately creates a personalized experience for every email recipient on your list through the use of rasa.io.

With rasa.io, reach your subscribers on a regular basis, in a personalized way, and dramatically increase engagement without the need to find the time to curate and compile your newsletters.

Explore how it works and how it can work for your business.

Experience the Benefits for Yourself

Are you ready to send smart newsletters tailored to your subscriber's unique interests, while saving time by not manually curating your emails?

sign up here



You're ready for rasa.io

keep reading



A Brief History of the Email Newsletter

If you're like most people, you probably subscribe to at least a few email newsletters each week. There are some email newsletters that you read on the regular, some that you never open and even a few you've opted out of after the first issue.

Email newsletters are so ubiquitous that it's easy to dismiss them. But they remain a go-to medium for online marketers interested in reaching and holding a conversation with groups of people with specific interests.

That isn't likely to change anytime soon.

Email newsletters are everywhere because email is everywhere.

According to Statista, there will be an estimated **4.3 billion** global email users by 2023.

Email newsletters aren't going anywhere.

But how did we get here?

Let's trace the evolution of the newsletter, from its information sharing past to the rise of email inbox spam.

A history of modern newsletters

Long before email

Newsletters arose as a way for groups to share information and news on a specific shared interest, whether it be politics or woodworking or trade.

One of the first recorded instances of a newsletter was in 1538, pre-dating even newspapers as a source for local news. In 17th Century England, newsletters delivered news from the New World, including tales of local folks who journeyed overseas to colonies in America.

Many early newsletters eventually evolved into newspapers.

The first continuously published newspaper in America was named The Boston News-Letter. John Campbell, postmaster of Boston, debuted the publication in 1704. It was published weekly until 1776.

After the Industrial Revolution

The newsletter returned as a way for employers to share industry-specific news and trends.

By the 1950s, newsletters of all kinds had emerged, from newsletters offering investment advice and business forecasting to ones catering to fishermen and fashionistas.

Enter the late 1980s

The birth of the personal computer and electronic mail, what we would come to know as email. Desktop publishing software made it easier than ever to create and send email newsletters.

It wasn't long before early computer users started using the term "spam" to refer to the non-personalized messages that started flooding inboxes.

The term was borrowed from a 1970s-era Monty Python sketch involving a restaurant and a table of boisterous vikings. The Vikings repeat the word "spam" over and over in loud sing-song, drowning out the conversations of the other customers.

In the 1990s

Early email newsletters evolved into electronic newsletters or e-newsletters, which people could subscribe to and view online, usually on a website.

Website operators introduced advertising and affiliate links to capitalize on growing web traffic, measuring things like views and click-throughs.



Then, in 2007

The first iPhone debuted in 2007, ushering in the age of mobile and upending the e-newsletter model.

Mobile users found it easier and more convenient to access and view newsletter content from their email inboxes.

In addition, many websites weren't formatted for mobile, making it difficult to view content on the go.

What do email newsletters look like today?

Today

Email newsletters remain one of the more effective ways to reach an increasingly mobile audience.

Consumers are also more aware of (and annoyed by) spam email. The result?

Welcome to the age of personalization, where data analytics and artificial intelligence allow email newsletters to be more targeted than ever before.

Much like their predecessors, the effectiveness of an email newsletter has more to do with its content — and how useful and engaging it is — than its overall reach.

There are three basic types of modern email newsletters.

They include:

Internal email newsletters. This type of newsletter is a form of **internal communication**, allowing you to share specific information with company departments, teams or employees. Internal newsletters are perfect for sharing policy changes, shout-outs, milestones and opportunities, as well as human-interest stories highlighting employees.

External email newsletters. External newsletters are sent to your target audience and work to connect you with your audience. The content can include offers, news and tips, and **curated content** you think your audience would find interesting. External newsletters are an effective way to boost brand awareness and grow a strong customer base. We here at rasa.io send out a newsletter with tips and advice on how to use our tools, as well as interesting articles and research about online marketing.

Hybrid internal/external email newsletter. Hybrid email newsletters are distributed both internally and externally. They include information that relates to employees and your audience (i.e., customers, supporters, subscribers). This type of newsletter is popular among nonprofit organizations. Use them to share information on upcoming events and initiatives, product updates and stories showing how others benefit from your work.

Wait, What Are Email Newsletters?

Email newsletters are the digital age cousin of the old-school, printed newsletter.

The purpose of an email newsletter is to share news and information that's [useful](#) to a specific audience.

When it comes to your business, your audience is your existing and potential customers.

An email newsletter is a great place to share:

- Interesting details about your work
- Recent hires
- Upcoming webinars and events
- Best practices and tips
- Industry news and trends
- Photos and stories from customers
- Links to articles and videos on topics your audience cares about

In order to be effective, email newsletters have to be sent on a [regular](#) basis. Aim for at least once a week.

They also need to share information that is useful to your audience, not just promoting your businesses.

Let's talk more about that.

Why Send an Email Newsletter?

Email is still king when it comes to marketing directly to a targeted audience.

Social media posts are dropped into crowded feeds, but an email message lands **directly into your customer's inbox.**

Email newsletters build value and relationships. They position you as a trusted source of information.

Here at rasa.io, our focus is on building smarter email newsletters. Use our platform to design your email newsletter template and hand pick what news websites, social media feeds and other content sources you want to gather articles from. Then rasa.io gets to work building your email newsletter.

The secret ingredient?

We leverage artificial intelligence to sift through your curated content and deliver a unique email newsletter for each person on your email list. [Read more about how rasa.io works.](#)

Of course, we think our platform is awesome. You should definitely check it out if you're interested in sending a customized email newsletter and automating aspects of your email outreach.

You know what else is awesome?

Transparency.

In this case, transparency means acknowledging that each business is coming to the table with different needs and email newsletter tools (including our own) are hardly one-size-fits-all.

Why You Need an Email Newsletter **Now**

Weekly email newsletters are the bond that keeps your existing customers engaged with your business.

Crafting a quality newsletter is vital for not only keeping old customers, but attracting new ones as well.

But let's be honest, sending a company newsletter is **a lot of work**. You've got to manage the scheduling, provide good graphics and imagery, meet a specified length of copy, strategize your in-depth keyword use, and the list goes on.

But is all the work worth it?

Short answer: **Yes.**

Long Answer: Read on for two **short term** and two **long term** benefits of having a great newsletter.

Short Term Benefit #1 **Immediately Remind Your Audience of Your Brand**

With advancements in technology, the way people receive information on a daily basis is not only faster but it has increased in frequency.

It's nearly impossible to remember all of the brands we come into contact with, even the ones we like the most. With a system in place for first-time audience members

to opt-in to your newsletter, they can get an instant and recurring email from you.

This will solidify the memory of the positive interaction they had with your brand and the reason why they opted in the first place.

Adding your new audience members to a well-crafted email newsletter will allow your brand to stay fresh in their minds, all while providing value and building trust.

This short term benefit has proven to increase engagement.

Short Term Benefit #2 **Keep Your Readers Coming Back**

In marketing, they use a term called bouncing. **Bouncing** is moving your audience from one place to another with ease. The goal is to keep them in a near-constant loop of your content.

This encourages brand recognition and brand trust.

It also increases the likelihood of them sharing your information with others, who could also end up in your newsletter and be included in the same bouncing cycle.

In sales, some say it takes at least seven points of contact for a person to make a financial decision.

When someone interacts with your business, that is considered a single touchpoint with your brand. How beneficial is that one touchpoint?

The odds are that the first point of contact isn't huge for you. What's beneficial is the **follow up** that comes after that first point of contact.

Lacing your newsletters with important links to your website or social media accounts is crucial to keeping your audience bouncing.

By using a newsletter to immediately get your audience back on your website, you just completed two points of contact with just one email.

Long Term Benefit #1 **Scheduling Newsletters Can Save You Time**

Scheduling is crucial to the survivability of your newsletter.

By getting in the habit of scheduling your newsletters ahead of time, it will drastically increase the likelihood that you'll provide a regular and consistent newsletter.

The benefit of this is the time you'll save, whether it be weekly, monthly, or quarterly, it all adds up.

And after all, time is money.

Needless to say, the time you save with scheduling your newsletters will allow you to focus your attention on other aspects of your business that will help you **grow.**

Long Term Benefit #2 **Sales. Sales. Sales.**

Newsletters are at their core, a form of marketing and advertising. You are advertising your business updates, marketing your improved services and skills, and telling your audience what's new. Each of your announcements has the potential to increase sales.

Sales can be more than just an exchange of money.

Sales can be a PDF download. Sales can be a webinar registration. Whatever sales are to you and your brand, an email newsletter can help increase your likelihood to sell.

People who get marketing email and newsletters spend 138% more money than those who don't, according to Impactbnd.com.

Maintaining a company newsletter can feel like extra work that you don't have time to do. But consistently staying in front of your audience by scheduling newsletters ahead of time will pay off in the long run.

Make the investment in [your business](#) – it's worth it.

Know the Purpose of Every Email Newsletter

You may have one email newsletter but each issue of that newsletter should have a clear purpose and intent. Before you sit down to craft an email communication, ask yourself these **three questions**:

1. What is the **one thing** I most want to communicate?
2. How can I **deepen my connection** with readers and **add value** here?
3. What is the **one action** I want readers to take?

Here are tips for strengthening your messaging and ideas for what to share in your email newsletter.

Share what you know.

Staying up-to-date on industry trends and topics is a key part of running a business. Take that step further, and share what you're reading, watching or learning about with customers. Use newsletters, company blog posts and even lead magnets, like downloadable guides and checklists, to share useful information.

Could you write and share blog posts on sales trends, using insights gleaned from recent sales? Or perhaps you could send out a weekly newsletter with links to third-party articles that would appeal to reader interests. Not only does this deepen the customer relationship, it also positions you as an expert in your field.

Be a curator.

Not all the content you share with customers has to be information your business created. Be sure to share links to information and articles from trade publications, news websites, social media accounts and other company blogs that you follow. It may seem counterintuitive, but sharing information from other sources actually works to reinforce your brand.

It goes back to the trust factor. Customers are more likely to trust your business if you can demonstrate that your first priority is getting them what they need, not making sure they're buying your produce or service. That said, make sure the info and content you're sharing is useful and relevant, not just a wave of links with little context.

Have fun.

It's OK to take a lighter and more personal tone in relational emails, as long as it jibes with your brand. Include a personalized intro on email newsletters. Also, get creative with how you're reaching out to customers. Have sales representatives record and email a quick welcome video to new clients. Send birthday emails to customers, and include a "gift" whether that's an entertaining GIF or a discount code on their next purchase.

Get social.

Your email newsletter is a great place to share what your company is doing on social media, and to encourage customers to join or like social media pages your business runs. For example, encourage email subscribers to follow your Facebook page for the latest on your lineup of webinar, networking socials and other marketing events. This adds another layer to the customer experience, and allows you to leverage your email list to grow your audience elsewhere.

Be accessible.

Your email newsletter might include customer surveys or polls — these are a great way to engage customers and start a conversation! Remember to make that conversation a two-way street. Include clear directions and info on how to contact your business within each email. You can even ask customers to send a reply email to your newsletter. This builds trust and has the added benefit of ensuring that your business is added to their contact list.

The Future of Email Newsletters

Email newsletters (and email marketing campaigns, in general) are everywhere. People increasingly view marketing emails as spam. In 2020, the remote, “one-size-fits-all” marketing email is a big red flag.

If you aren't sharing something of **value with the reader, your emails will be dismissed.**

4 Trends on the Horizon

Here are four trends we see shaping the future of email newsletter marketing.

1. **Personalization is prime.** Successful newsletters, whether industry pubs, brand campaigns or news updates, are tailored to meet the needs of the audience. Yes, it's a good idea to make sure that your emails address subscribers by name. But truly personalized newsletters provide tailored content as well. The best newsletters serve up useful articles, videos and other content, not just self-promotion.
2. **Want to learn more about what your audience is interested in?** Include topics on your email sign up page to home in on the kind of content new subscribers want. It may result in slightly fewer signups, but the result will be a far more engaged audience overall.

3. **Data-driven campaigns are the new norm.** Artificial intelligence and cloud-based technologies have made automated email marketing campaigns the norm. Increasingly, content marketers are able to track the performance of certain pieces of content and leverage that data to further tailor the types of content shared. The result? Campaigns that cost less, deliver more insight faster, and deliver more privacy than other online marketing tools, for example, web cookies.
4. **Emails are getting more interactive.** Interactive features like video, animated GIFs, interactive calls to action and even instant messaging within the email itself are adding an entertainment aspect to email that is transforming content marketing as we know it. Imagine a world where people look forward to receiving email from a brand because they know they'll enjoy the experience.
5. **Mobile is king.** It's never been more crucial to make sure all of your brand content can be viewed on all mobile devices. Test out simple, text-based emails for mobile viewing, and avoid long blocks of text or image-laden emails. They're difficult to access and read on mobile devices.
6. **Newsletters continue to evolve,** but one fact remains the same — people value information that meets their needs. Hone in on what people value and people will notice, whether that's over newsprint or email.

You've made it to the end of this guide.

We're impressed by you and psyched for you. You're now on your way to a well-rounded, thoughtful approach to email newsletter marketing.

In this guide, we helped you:

- ✓ **Cut through the clutter**
- ✓ **Master email marketing**
- ✓ **Elevate your email game plan**

We don't want to brag, but...

We have a lot more where this came from. Email newsletters are a big part of our focus here at rasa.io and we could talk for days about this stuff. But we won't do that. Instead, we'd like to take a minute to introduce what we do and how it could help you and your newly refined email strategy.

There are all sorts of ways to share useful content through your email newsletter. Email newsletters are a direct way to stay in touch with your audience on a regular basis, without having to post daily updates to a blog or compete with the real-time stream of thoughts, content and media that fills feeds on social media and other platforms.

We're dedicated to helping our users better inform the world by sending smarter email newsletters. Our platform offers users a fast and easy way to:

1. Build an email newsletter;
2. Fill it with original and curated content that your audience will find useful;
3. Send it out to your email lists on a regular basis.



The icing on the cake? Our platform uses artificial intelligence to customize your email newsletter for each subscriber on your list based on what articles they click on. Each time you hit send, rasa.io generates a unique email newsletter for each reader. The result is a newsletter that has a consistent look, feel and branding, but with slightly different content depending on the reader. Pretty cool, right?

We're here to help whether you're completely new to the world of email newsletters (welcome!) or have an existing newsletter that hasn't gotten much traction (let's talk!).



Start your free trial today.

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