



18 Ways to Take Your Newsletter to the Next Level

Molly Phayer

Director of Customer Success and Product

rasa.



rasa.

About Me



👋 **Molly Phayer, Director of Customer Success & Product**

🎉 **5+ years supporting clients, driving innovation, etc.**

👉 **Helping clients transform their email strategy.**

“At rasa.io, we empower associations with AI personalization.”

rasa.º



Today's Agenda

What we'll be going over:

- Why are newsletters important
- 18 tips and takeaways
- Leveraging AI in your processes
- Some new, some reinforcement

 On a scale of 1 to 5
(5 being the most important)

**How important is your email
newsletter for engaging
members?**

Is email still relevant in today's world?

82%

or organization still use email to recruit and obtain new members.



Which of the following marketing channels do you use for recruiting new members? Select all that apply.

MEMBERSHIP RECRUITMENT CHANNELS USED					
		Total (n = 402)	IMO (n = 154)	Trade (n = 140)	Combination (n = 108)
TOP 1	Email	82%	85%	73%	89%
TOP 2	Association-sponsored events/meetings	67%	64%	67%	70%
TOP 3	Organic (unpaid) social media	65%	69%	56%	71%
Promotion or exhibiting at conferences/trade shows		56%	53%	46%	70%
Paid digital advertising		43%	52%	33%	43%
Personal sales calls		32%	15%	54%	30%
Content marketing lead generation		31%	27%	28%	41%

Why is an email newsletter so important anyway?!

51%

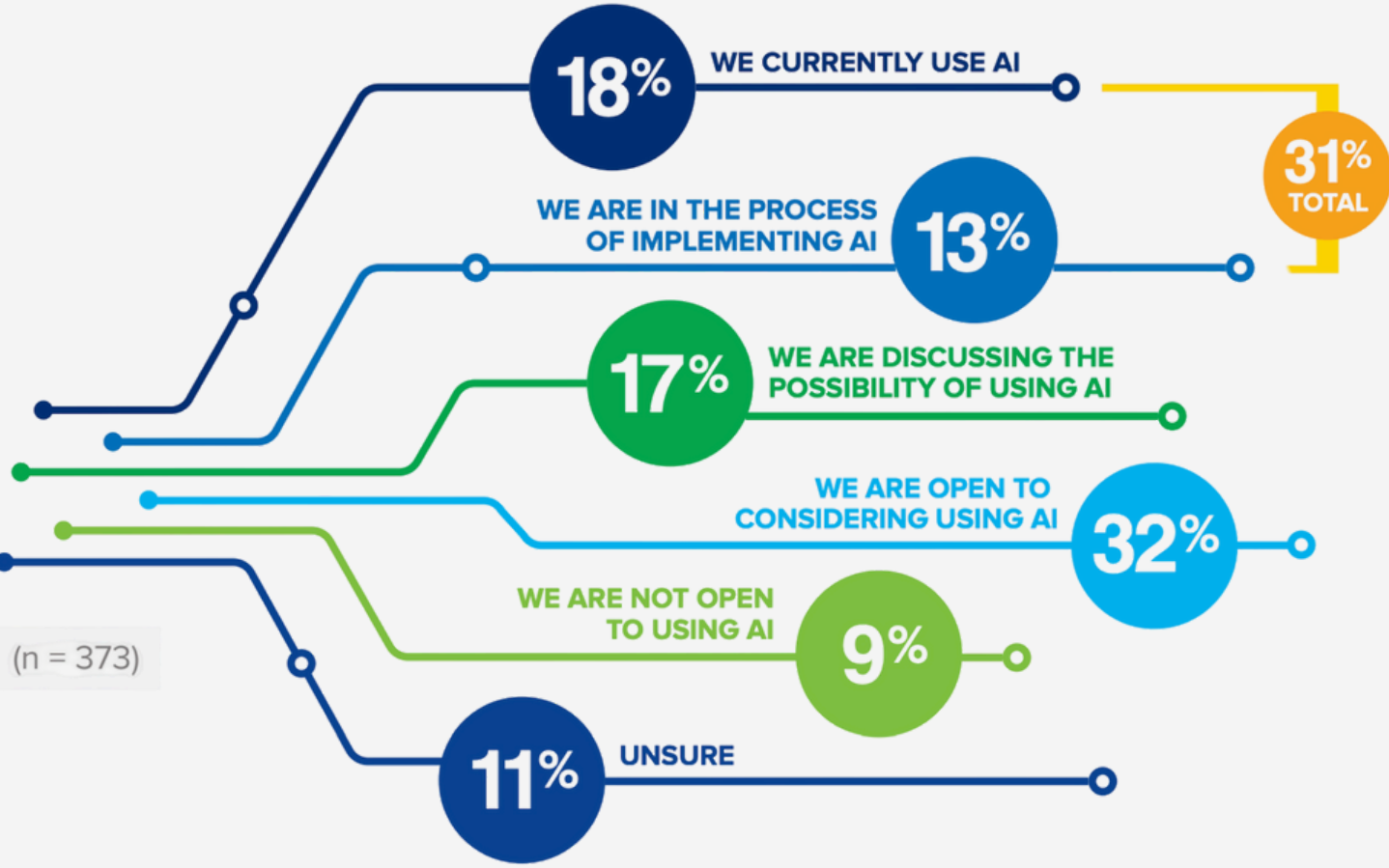
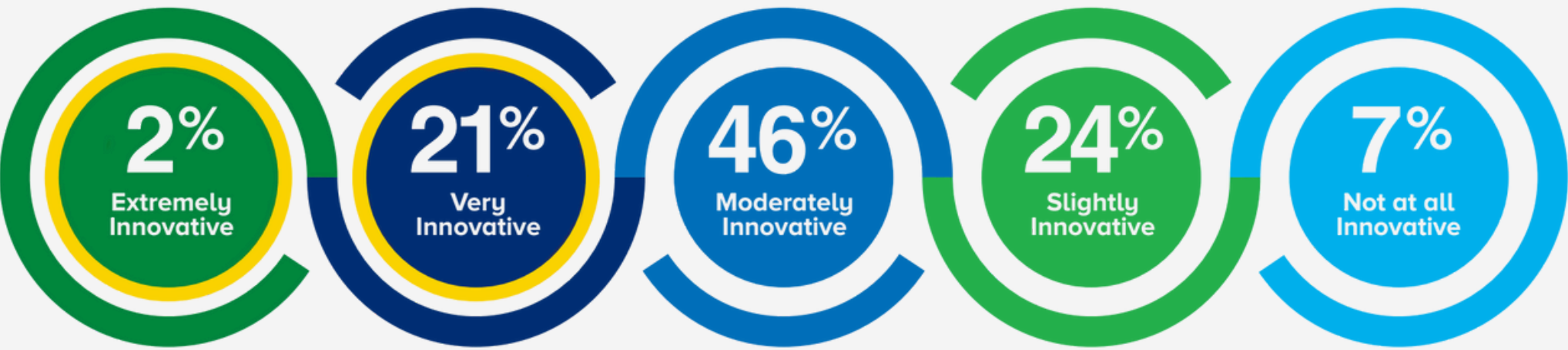
overall agree that email is still the most effective for obtaining new members.

MOST EFFECTIVE CHANNELS FOR NEW MEMBER RECRUITMENT					
		Total (n = 386)	IMO (n = 150)	Trade (n = 130)	Combination (n = 106)
TOP 1	Email	51%	57%	41%	57%
TOP 2	Association-sponsored events/meetings	39%	33%	42%	43%
TOP 3	Personal sales calls	21%	5%	43%	18%
	Promotion or exhibiting at conferences/trade shows	21%	19%	21%	24%
Paid digital advertising		16%	23%	9%	16%

The use of AI is only growing...

31%

overall are already in the process of implementing AI or already are using AI in their membership marketing



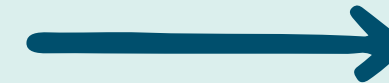
 **about
content &
curation**



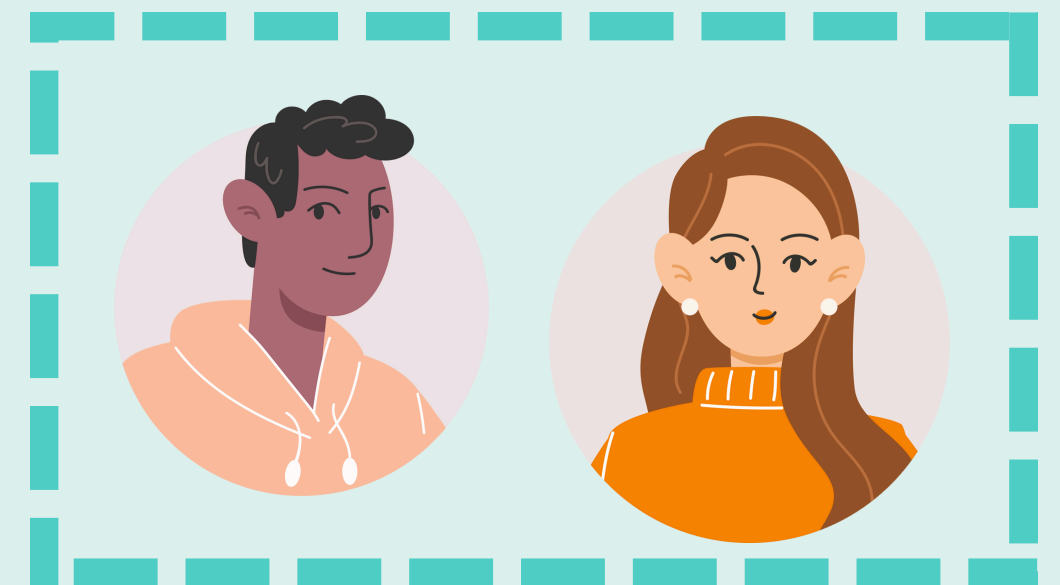
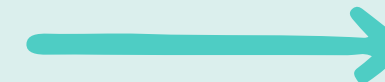
#1

Sending Tailored Content To Different Audiences

Members



Non-members



#2

Curating Instead Of Creating

Expand Your Content Pool



Trusted Outside Content



Industry Reports and Studies



Partner Content & Blogs

#3

Repurposing Long Form Content



rasa.º

Blog Content Block



Podcast

A simple description of the podcast episode.

Event(s) & Webinars

A list of past or upcoming webinars & events

- Event
- Webinar
- Conference

rasa.º

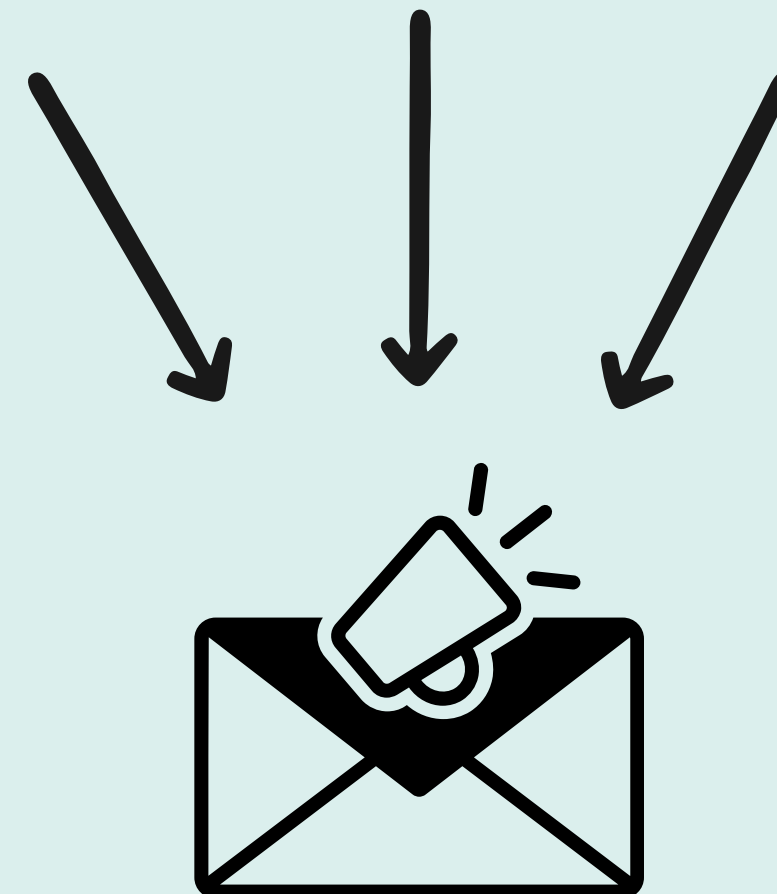
#4

Featuring Member Generated Content Within Your Newsletter



Being part of this organization has been a turning point in my career. For the first time, I've consistently come across content that I genuinely look forward to and care about.

Testimonials



#5

Quick Tips & Micro-learning Content

Content Bits

Delivering content in short, digestible chunks that readers find relevant. Such as...

Fun Facts

Short Videos

Pop Quiz

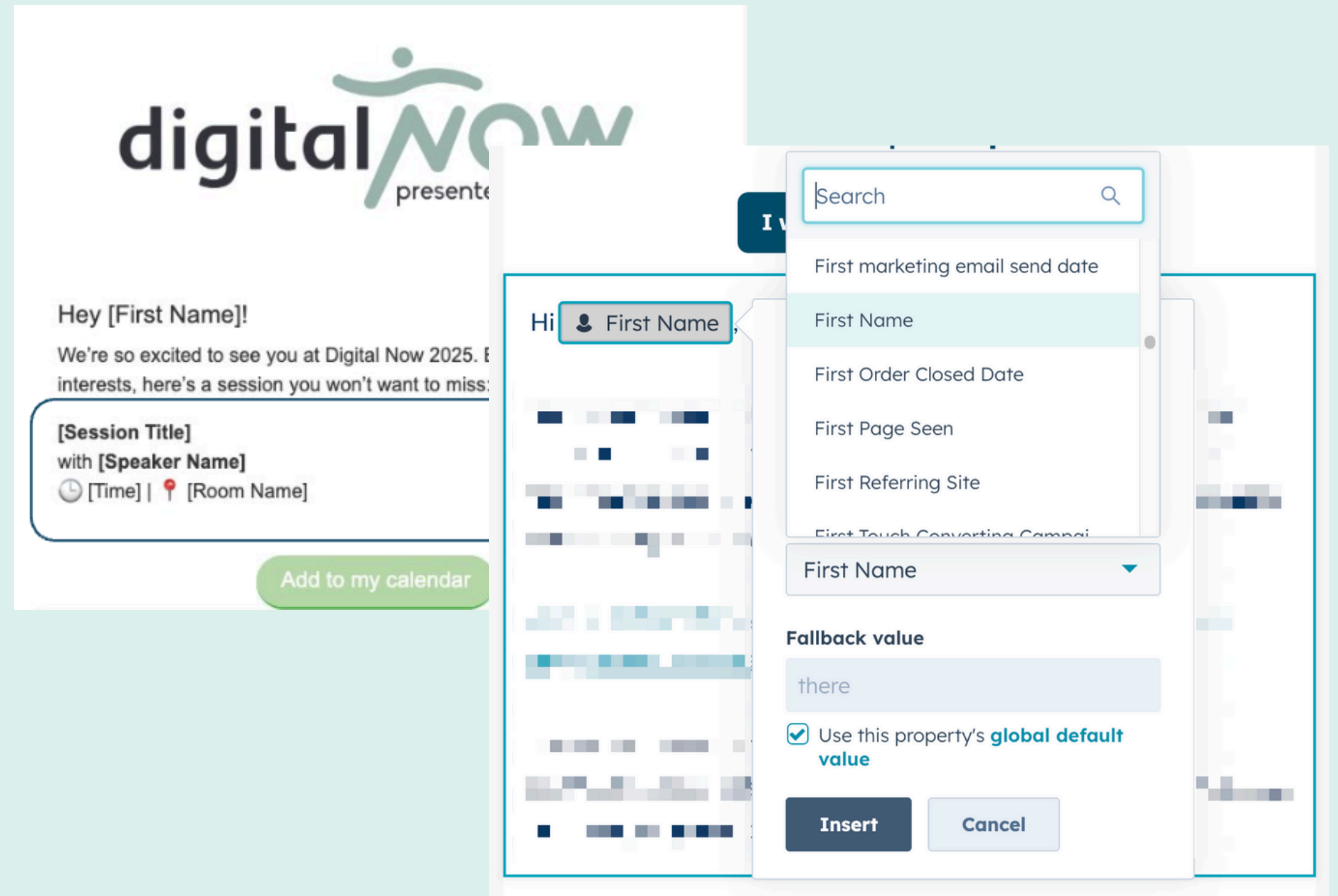
Checklists

Industry Stats

Whitepapers



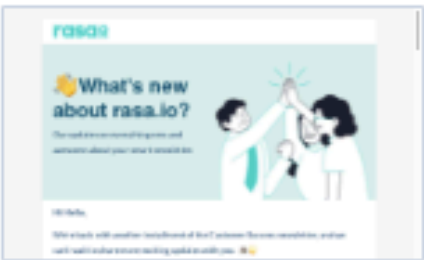
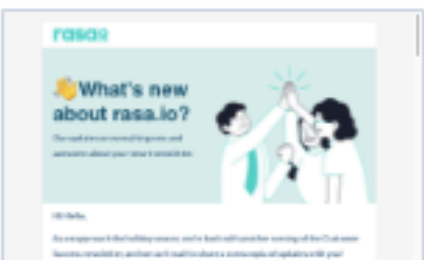
#6


Dynamic Content Blocks And Copy



#7


Structure & Layouts

Marketing Emails	
PREVIEW	TITLE
	CS Email - Week of
	CS Email - Week of
	CS Email - Week of
	CS Email - Week of



What's new about rasa.io?


Our updates on everything new and awesome about your smart newsletter.



Hi First Name,


INTRO

ANNOUNCEMENT 1



CTA

ANNOUNCEMENT 2



CTA

ANNOUNCEMENT 3


SURVEY

A

B

C

QUICK TIP



CTA

As always, thank you for being a valuable customer of rasa.io!



#8

Include calls to action (CTAs)



Call To Actions

A short prompt (such as a button or [hyperlink](#)) that tells readers exactly what to do next. It guides people toward a goal—like clicking a link or signing up.

Call To Action

Call To Action 2

CTA Examples

LEARN MORE

SIGN UP

READ MORE

REGISTER NOW

How many are you already doing this?

- Sending tailored content?
- Curating outside content alongside your internal content?
- Repurposing long-form content?
- Feature member-generated content?
- Include quick tips or microlearning content?
- Adding dynamic content blocks?
- Creating a consistent structure?
- Including CTAs?

LET'S
TALK about
design



✓ The Design and Visual Process

- 1 Optimize for mobile-first
- 2 Use scannable layouts
- 3 Incorporate branded visuals

Optimizing for mobile-first

1 Sending a test email and checking it on your mobile device

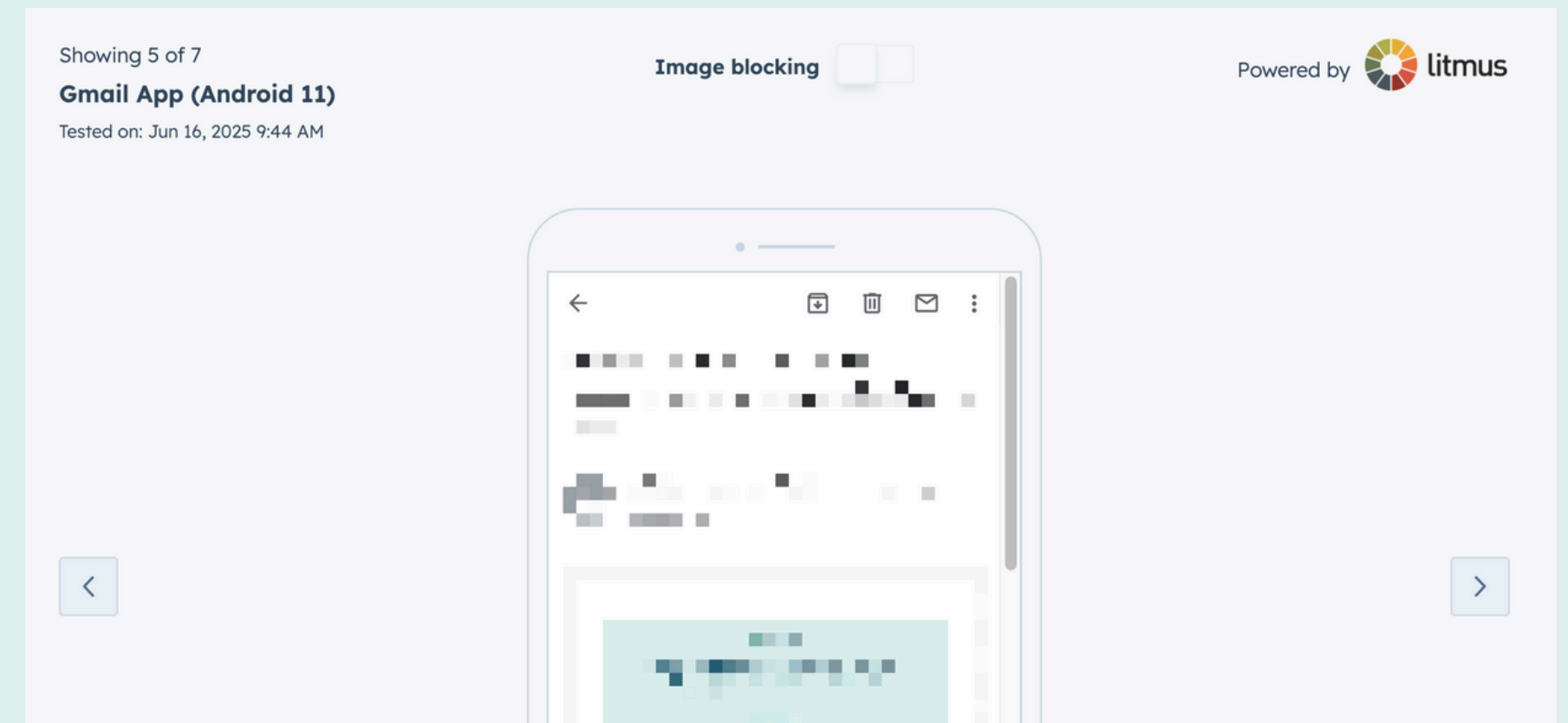
Send Test

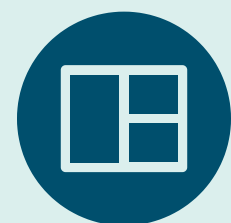
Send to:

Send



2 Using an email preview tester





Use scannable layouts

Here are a example layout you could use...

A list of internal and external blogs & content






Boston. The GOLD Standard
for Historic Meetings

Around IAEE

IAEE
Supercharge Revenue Growth by Aligning Your Sales and Marketing Teams
Kierra Tobiere shares strategies that can boost B2B events sales and marketing teams' performance, drive business growth and maximize sponsorships.
[Read More](#)




Synergizing Sales and Marketing Through Strategic Alignment
11 June

Around the Web

Apple Podcasts
Stress Test Your Strategy Before It Fails
While many teams and organizations engage in scenario planning, most don't go far enough. Arjan Singh, consultant and adjunct professor at Southern Methodist University, shares his insights on how to stress test your strategy.
[Read More](#)



Trade Show Executive
Meet the 2025 TSE Trailblazers: Dianna Cárdenas, CEM
CHICAGO — Dianna Cárdenas, CEM, Manager, Event Sales, at the American Clean Power Association (ACP), is a 2025 Trade Show Executive (TSE) Trailblazer. Cárdenas has driven significant impact at the ACP, pushing for new advancements and improvements at its events and leading interns and new additions to the team. TSE connected with Cárdenas to learn about her role and the challenges of being a Trailblazer.
[Read More](#)



Squares for promotional spaces



Register Here




Sign Me Up!

IAEE Events

IAEE
IAEE Neuroscience of Exhibitions and Events – Virtual | 10 JUN
Our brain selects or inhibits information based on our motivations and needs. Our social concerns are the primary drivers for how we behave. As event and exhibitions professionals we must create event experiences that drive deeper meaning, inspire innovation, accelerate connections and maximize our attendees' brainpower to supercharge results. It is not about creating high energy events and exhibitions; it is about creating experiences that are meaningful and engage the social brain. This course will help you discover the primary colors of intrinsic motivation, explore how to optimize the physical space of our events and exhibitions to produce experiences that influence what attendees think, and how they think so you can drive the results you want from your show.
[Read More](#)

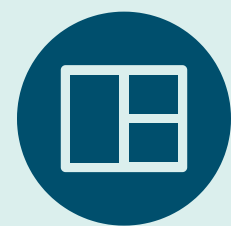


Synergizing Sales and Marketing: Unleashing Revenue Growth Through Strategic Alignment
Synergizing Sales and Marketing: Unleashing Revenue Growth Through Strategic Alignment
[Read More](#)



Upcoming webinars and events

rasa.º



Use scannable layouts

Here are a example layout you could use...

Blog Content Block

A list of blogs, podcasts, etc

Events & Webinars

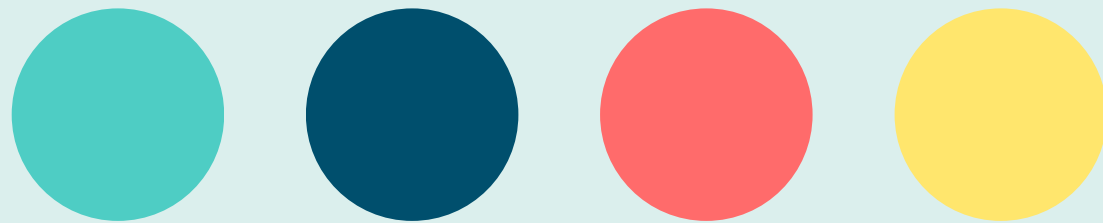
A list of upcoming and past events

Jobs & Volunteer Opportunities

A list of volunteer & jobs

Incorporate branded visuals

1 Use your brand colors



2 A branded email banner



2 And fonts and shapes



Monsterrat



How many of you are currently testing your newsletters on mobile before sending?

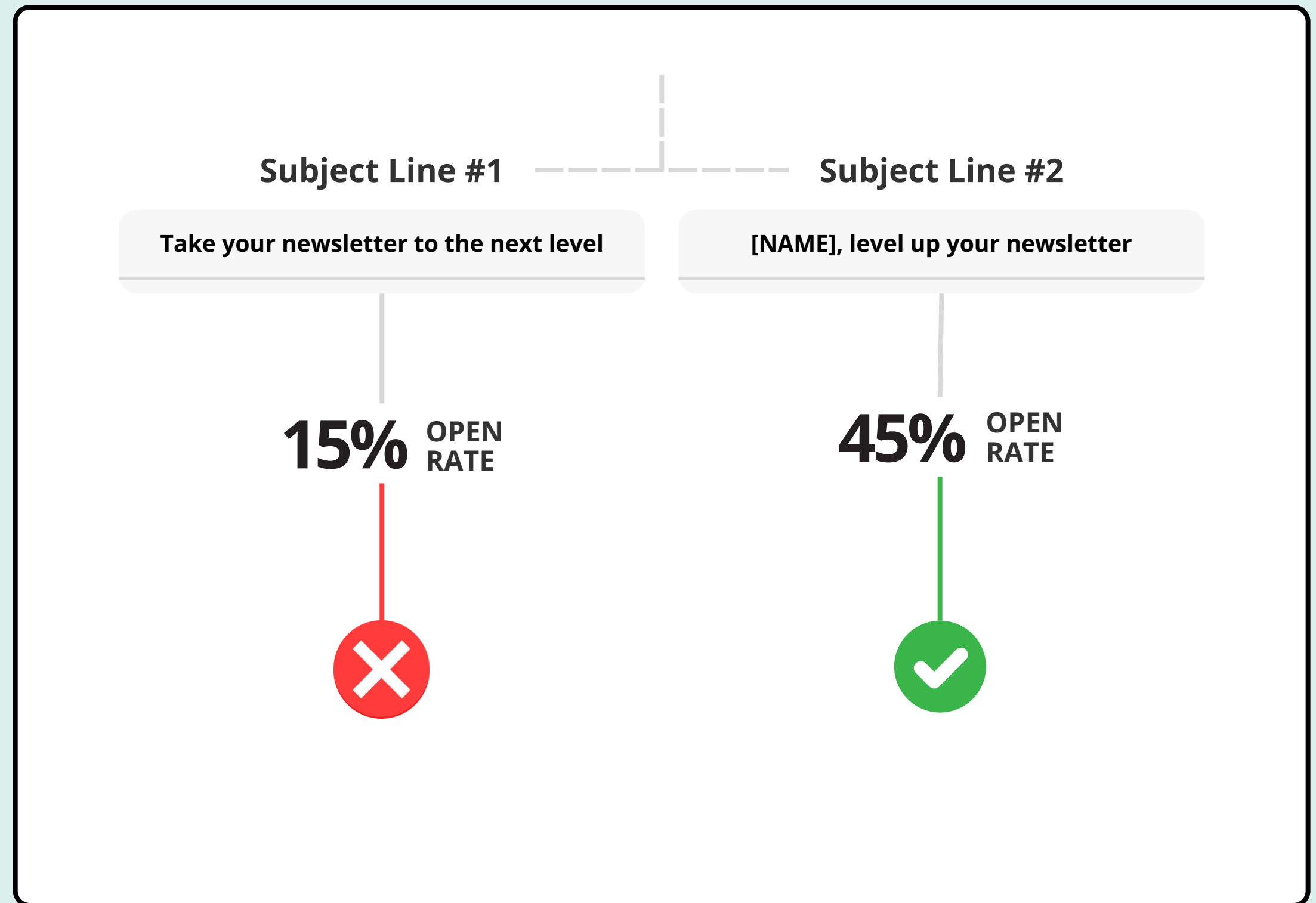
Do you have a consistent visual template or structure for your newsletters?

Performance & Optimization



#1

Split testing subject lines and content



#2

Clean your list regularly

Here are a couple of industry standard
email list cleaners



NeverBounce



ZeroBounce



Validity

#3

Track metrics
that matter

Open Rates

Click Rates

Ad Revenue

Advanced Tactics & Automations

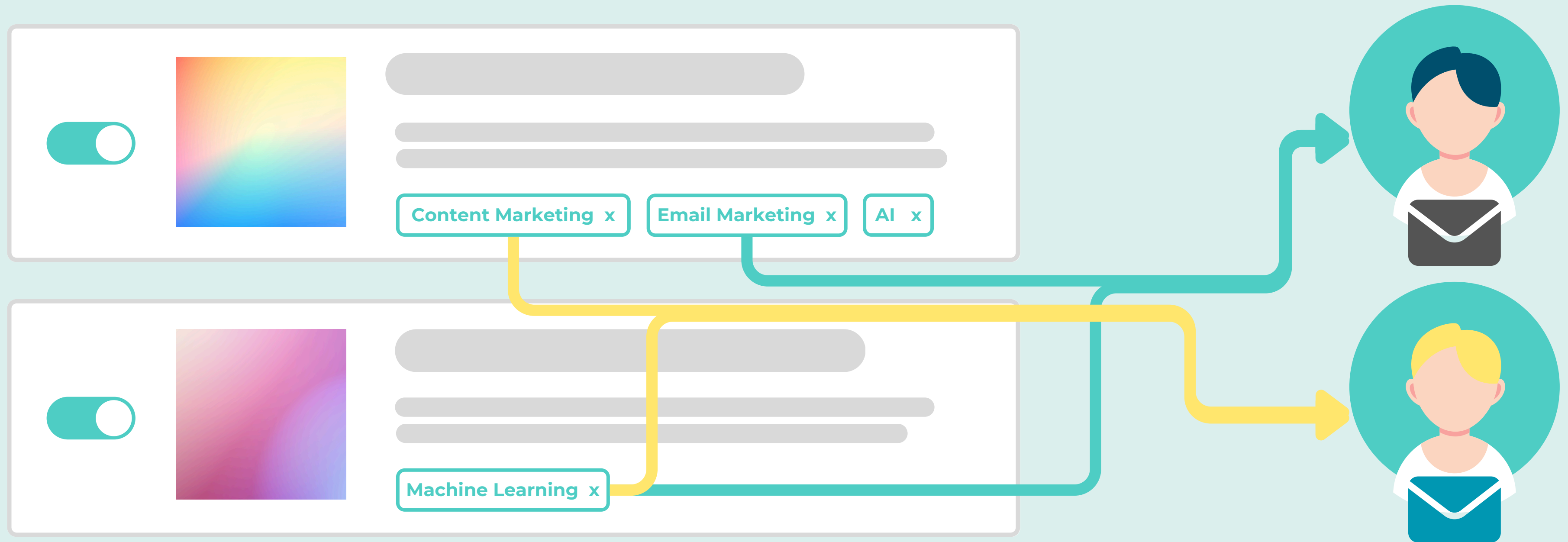


#1

Set up automated content curation and scheduling workflows



#2 Leverage behavioral triggers



#3

Use AI to curate, write, or analyze

#CONTEXT:

You are a professional newsletter writer tasked with summarizing recent updates for {{your organization}}.

Your goal is to inform and excite your audience about *{{your organization's}}'s progress.

#GOAL:

Provide a clear and engaging summary of {{your organization's}}'s top 3 updates.

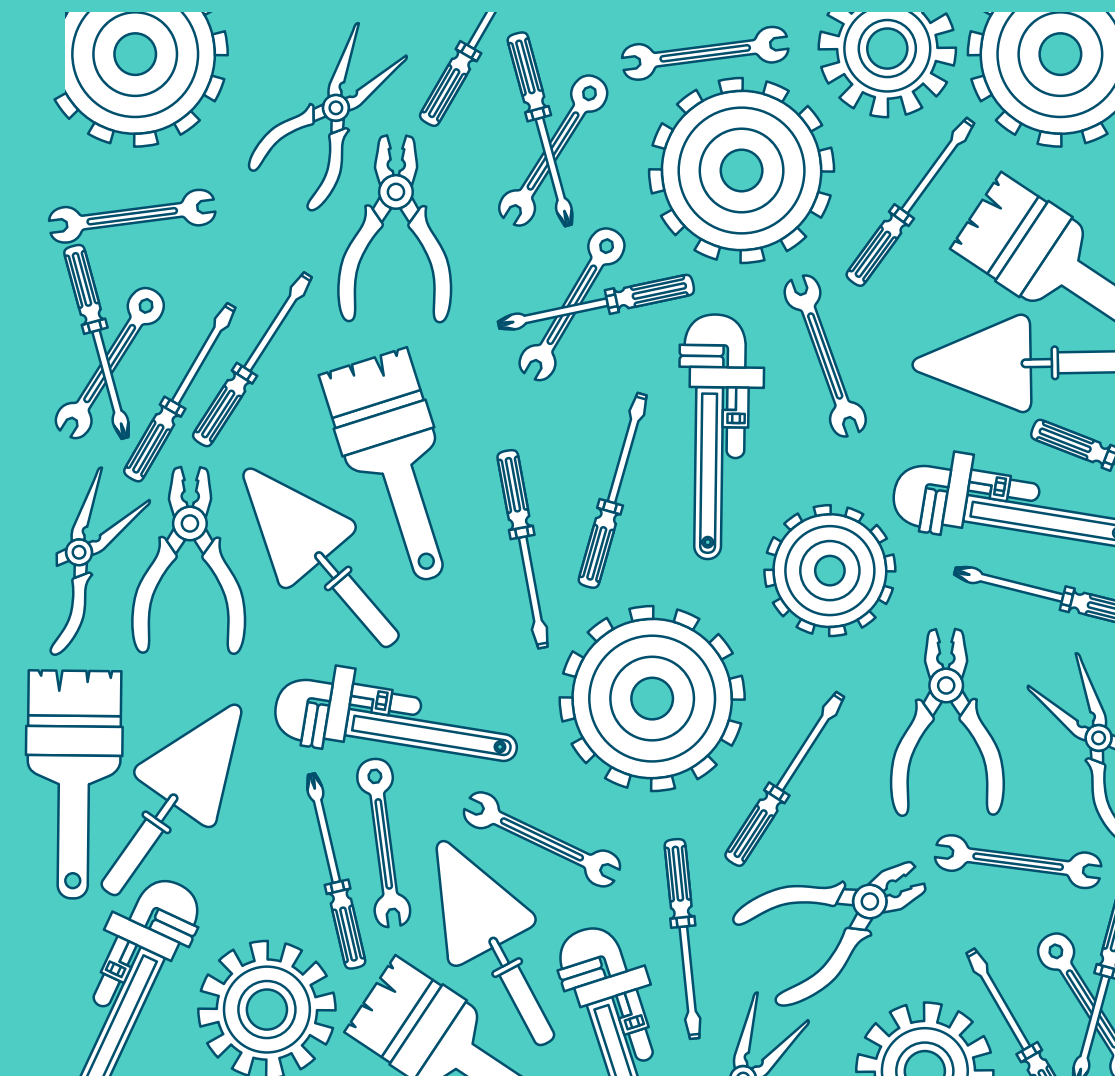
#RESPONSE GUIDELINES:

1. Briefly introduce *{{your organization's}}* and its mission.
2. List the top 3 updates: Achievements, launches, or milestones.
3. End with a call-to-action (e.g., "Learn more about {{your company}}").
4. Keep the tone professional but engaging.

#OUTPUT:

A concise summary of {{your organization's}}'s recent updates to be featured in a newsletter.

LET'S
TALK about
**the tools for
the job**



Send **Personalized** Email Newsletters

rasa.

AI-powered email newsletter
platform that curates content for
each and every individual
subscriber



There Are Lots of GenAI Tools Available



ChatGPT



perplexity

Gemini

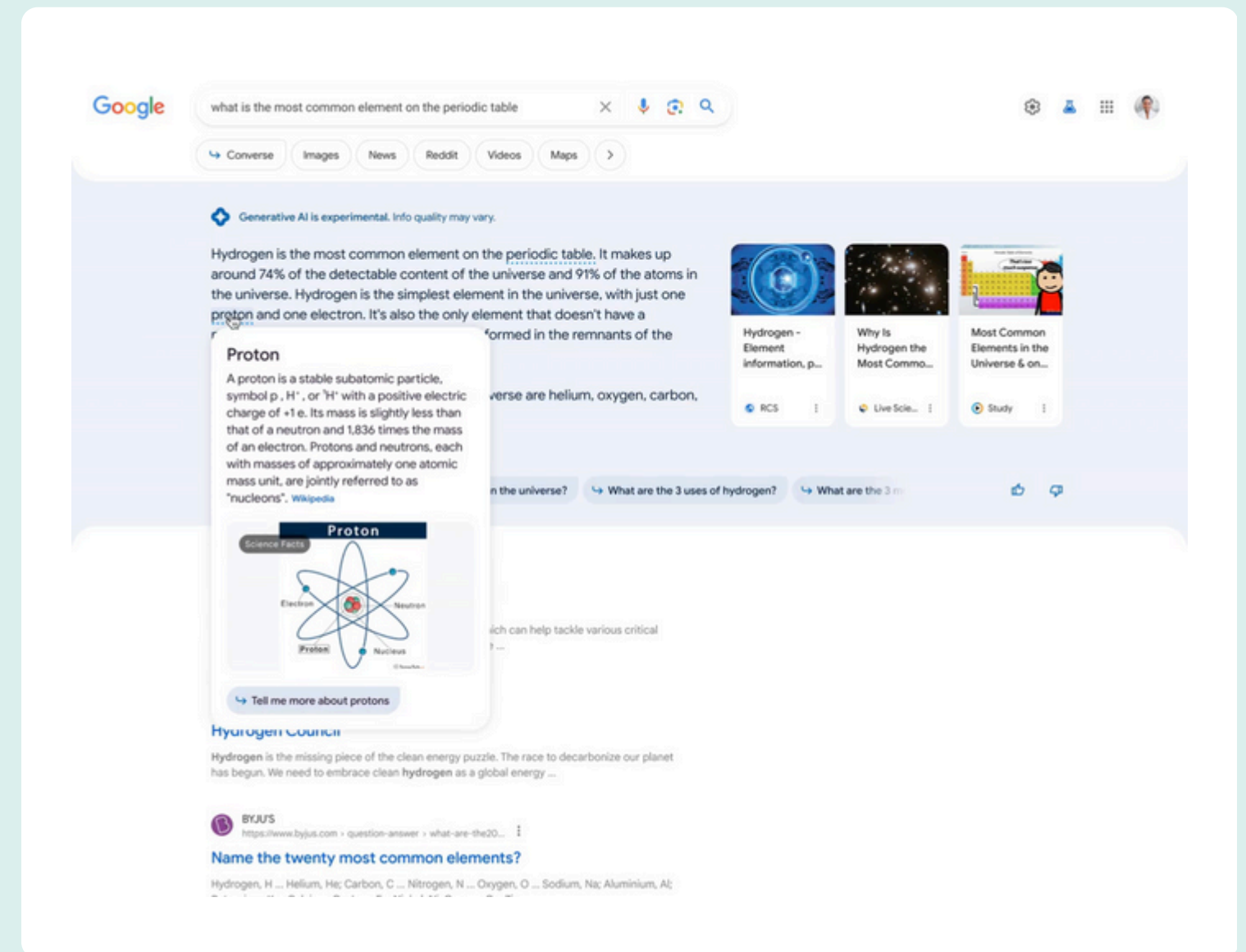


Claude



Copilot

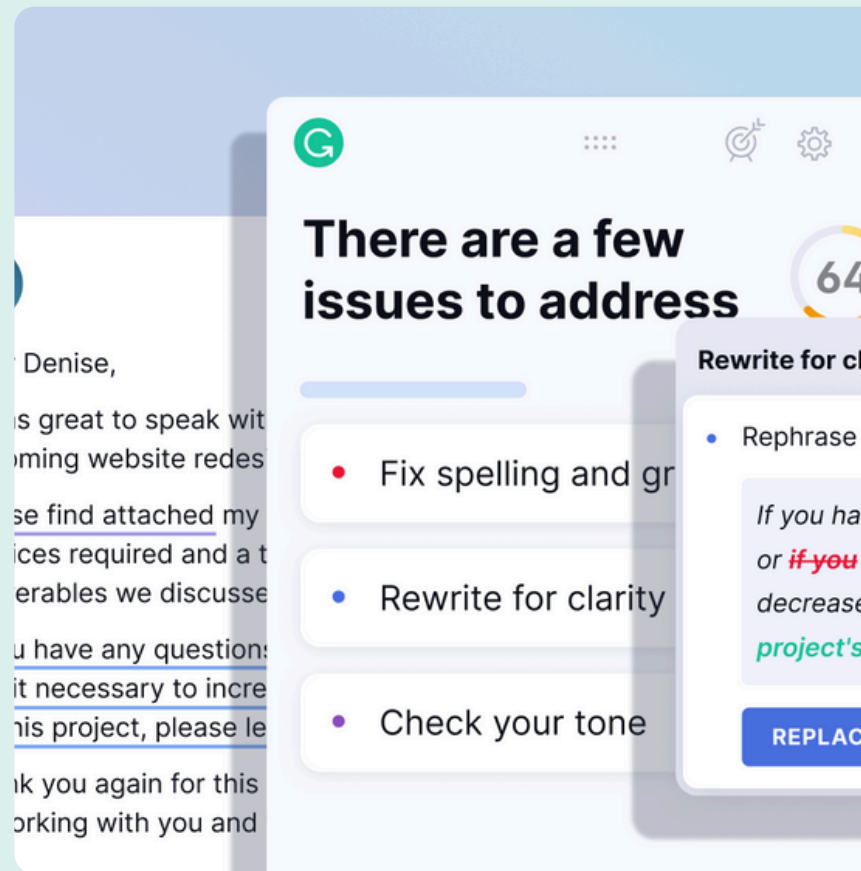
LLaMA
by Meta



Make AI Writing Convenient

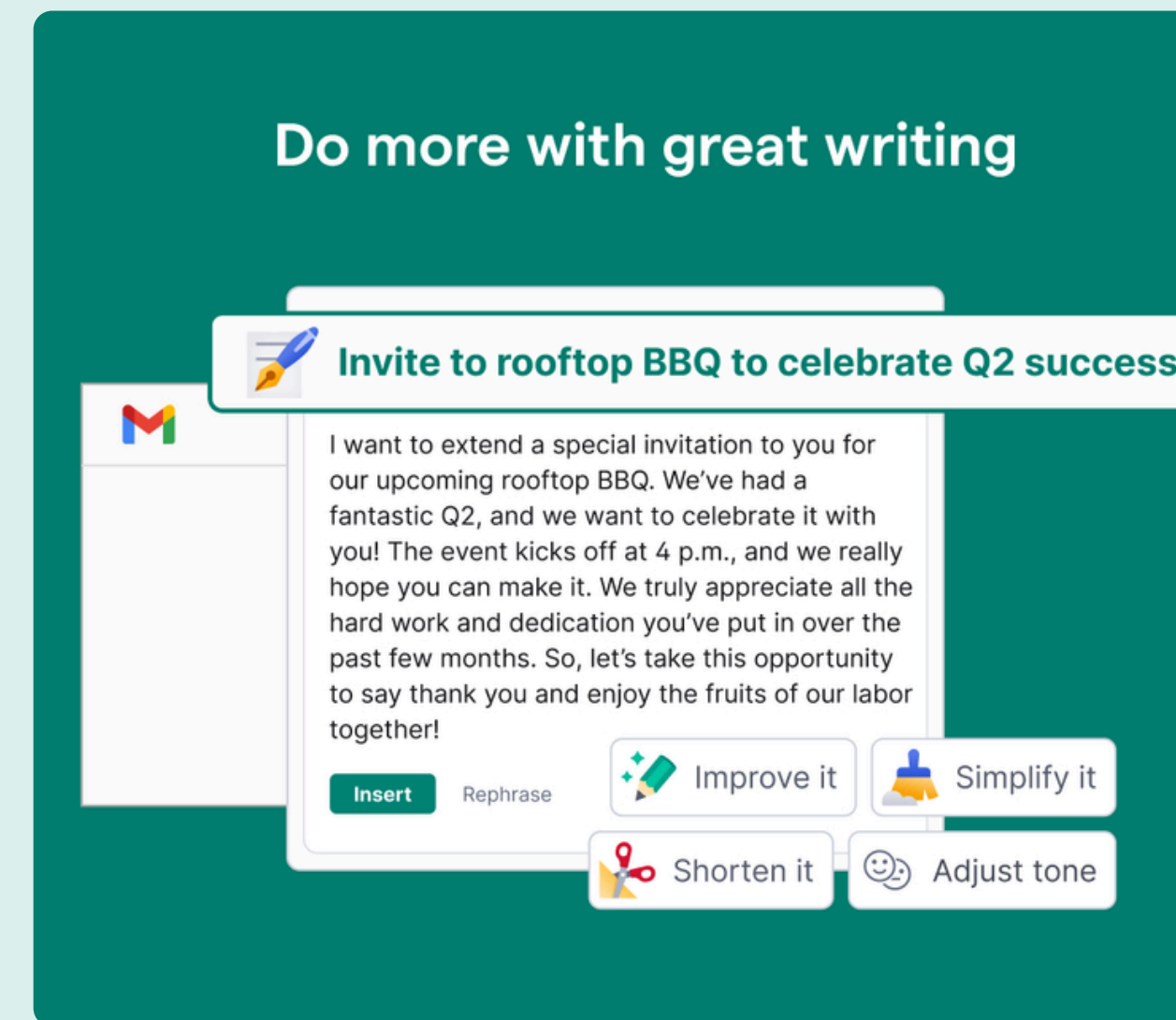


AI-powered writing assistant that goes beyond grammar-checks by providing real-time suggestions for grammar, punctuation, clarity, and style.



- 1 Color-coded underlines on where you can improve your writing.

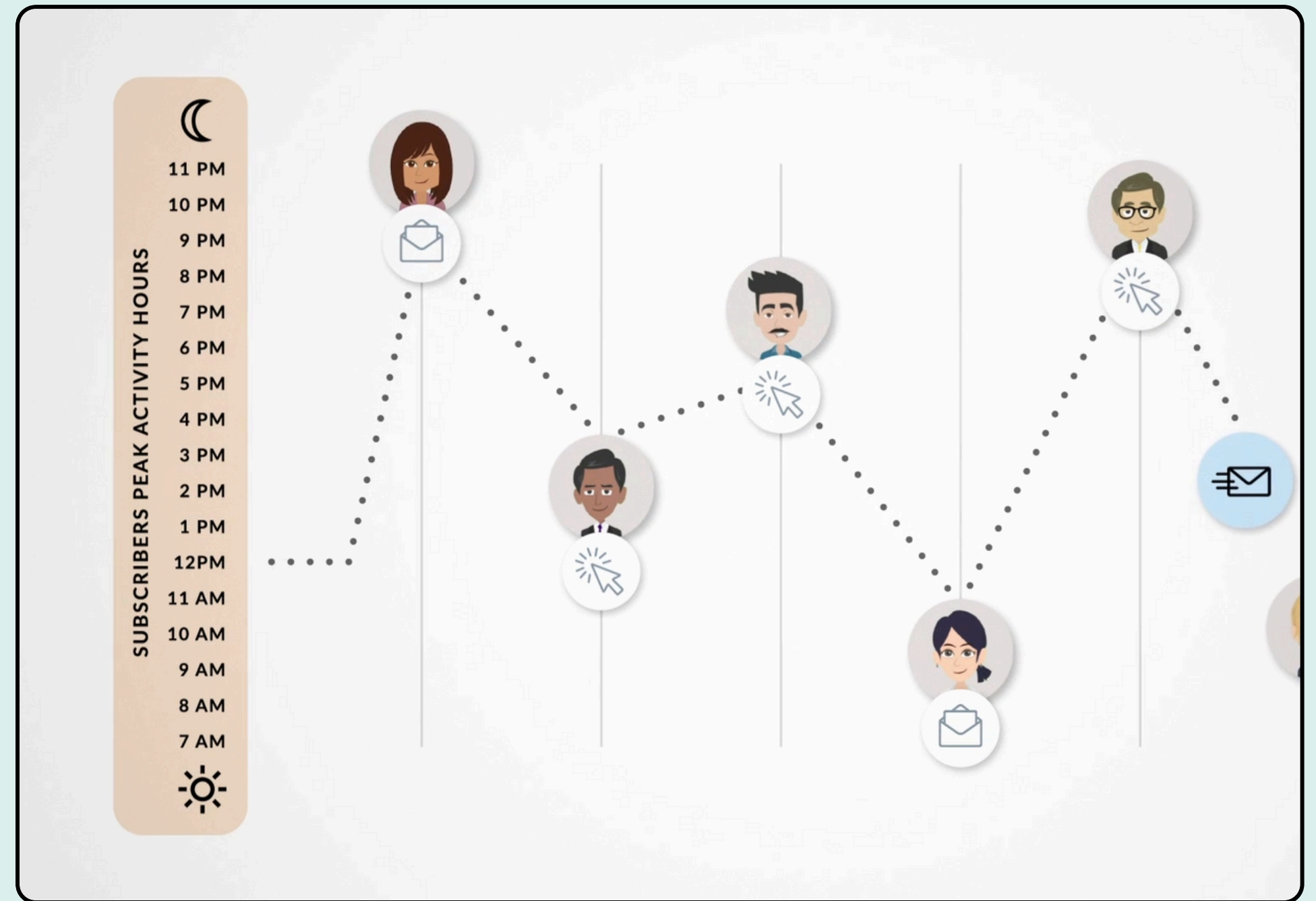
- 2 Apply 20+ templates with one-click



Optimizing Email Send Times

seventh  sense

Optimizes send times using AI based on when each individual contact is most likely to engage.



Thank you! Any questions?

Email me at molly.phayer@rasa.io
if you have more questions.

