

Writing Digital Newsletters (or e-zines)

Course Description

Digital newsletters (or e-zines) are a powerful, cost effective way to communicate with your customers and potential customers and promote your company and products.

This one-day course will teach you to write well written, well targeted digital newsletters which promote your brand and are valued by your readers.

The course uses a combination of practical exercises and theory to help you build a dynamic editorial strategy and teach you to write articles and features for your e-zine that will engage your customers and promote your company.

Pre-Course Requirements

No previous experience of writing digital newsletters is required.

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Pricing & Availability

Course Duration:	One Day
Public Scheduled Course:	This course is only offered on a private tuition basis.
Public Scheduled Dates:	There are no public scheduled dates for this course.
Private Course:	£545.00 plus VAT for individual tuition. Call for prices for private groups of two or more.
Follow-on Courses:	
Post-Course Support:	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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Introduction

- Why produce a digital newsletter?
- Becoming a publisher: the importance of a name, a brand and a strapline
- Engaging blends: how a successful editorial strategy works

Defining your digital newsletter

- Who are your audience?
- Who is going to read your digital newsletter?
- What will you promise your readers?
- How to create audience demand and expectations
- Creating an digital newsletter that's a useful practical resource
- Choosing the right tone and voice
- Determining the length and frequency of your newsletters

Before you start to write

- Building your editorial strategy: choosing topics and regular features
- Finding ideas for features
- Using bite-sized content to create editorial value
- Keeping the right balance between promotion, selling and useful editorial content
- Essential housekeeping elements: date, contents, subscriptions and contacts

Writing features and copy

- The ideal copy length for digital features
- How to use the main feature to reflect the expertise of your brand
- Writing different types of article: case studies, interviews, essential tips, and the classic how-to feature
- Writing short copy: the value of the inverted pyramid
- Using images to enhance feature content.

Promoting your company or brand within your newsletter

- Writing a company news story
- Using new, relevant and engaging stories to reinforce your message
- Finding the right angle to generate the greatest interest

Links

- Linking articles to your website
- The pros and cons of referencing external sources.

Before you send

- Proofing digital newsletters
- Choosing the email subject line