

## 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.

## Writing Digital Newsletters (or e-zines)

### Pricing & Availability

<b>Course Duration:</b>	One Day
<b>Public Scheduled Course:</b>	£325.00 plus VAT
<b>Public Scheduled Dates:</b>	15-03-2018 at London Bridge 09-04-2018 at London Bridge
<b>Private Course:</b>	£545.00 plus VAT for individual tuition.  Call for prices for private groups of two or more.
<b>Follow-on Courses:</b>	
<b>Post-Course Support:</b>	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

## Writing Digital Newsletters (or e-zines)

### 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