

8 Easy Steps to Create a Newsletter



A newsletter is a great marketing tool for sharing your company news, updates, thought leadership, promotions and links to new content. Plus, newsletters are virtually free to create and send! Getting started is easy.



1. Define your goals

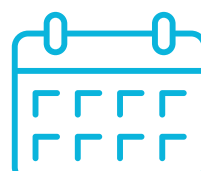
Do you want to promote products, drive sales, or increase traffic to your website and social media pages?

[Need help with your strategy? Click here.](#)

2. Plan your content and calendar

Be sure to include content your prospects and customers will use, like industry updates, tips & tricks as well as links to your services, offerings, pricing and promotions.

[Click here for an easy-to-use content planning calendar.](#)



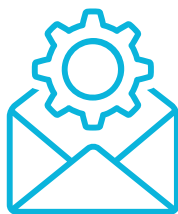
3. Organize your contacts and build your distribution list

If your contacts exist in multiple places, now is the time to clean up your contact lists. Merge them into one place for easy access and segmentation.

[Try Act! for free for 14 days to organize your contacts.](#)

4. Design your newsletter

Create a custom design or choose one from a template library, which is readily available from marketing automation solutions like Act!.



5. Check privacy and opt-in regulations

Before sending your email newsletter, ensure you are meeting privacy and opt-in regulations and including the proper unsubscribe links.

[Click here to learn more.](#)

6. Schedule

Determine the best day and time of the week to reach your target audience. (Generally, many sources say Tuesday and Thursday have the best open rates).



7. Test your newsletter

Test for success to optimize future newsletters!

[Learn the basics of A/B testing and why you should use it to increase engagement.](#)

8. Promote

Don't forget to promote your newsletter through social media!

[Click here to learn more.](#)



Simplify and automate all of your marketing to-dos, including newsletters with Act! CRM and Marketing Automation!

[Try Act! Free for 14 days!](#)