

Mastering the Launch: 9 Steps to an Impactful Enterprise Newsletter



Step-by-Step Strategies for Success

Your brand has something to say, you know it's of value to your audience, and you've set aside some budget to launch a new newsletter. Congrats 🎉! We want to make this easy for you, so we pulled together some pointers from our own checklist to help ensure your launch is a success.

1. Define Newsletter Purpose & Audience

- Clearly identify the purpose of your newsletter.
- Define your [target audience](#).
- Consider how much content you'll be able to generate to ensure the newsletter contains valuable and timely information. Running out of content is a sad 😞 end to a newsletter!
- Set measurable goals for your newsletter 🎯. These can be opens, clicks, asset downloads, contact form completions, time-on-website, how long they read your newsletter, and more. Ensure your newsletter strategy and content is aligned to deliver on the specific goals you've set.

2. Choose a Marketing Automation Platform

- Research and select a newsletter platform (email service provider (ESP) or marketing automation platform (MAP)). Here are a few great platforms to consider: [MailChimp](#), [GetResponse](#), [Constant Contact](#), [ActiveCampaign](#), [HubSpot](#), [Acoustic](#), [Adobe Marketo Engage](#).
- Set up your profile and branding on the platform.
 - Be sure to include a preference center/unsubscribe function, a physical address for your business, and way to contact your brand if the reader has questions.
- Set up your "From Name" and "From Address" according to best practices. Never 🙈 use a "noreply" from name or address. Be sure your [domain authentication](#) is set up properly (DMARC, DKIM, SPF, and BIMI).
 - **Pro Tip:** *To keep your inbox from being cluttered with DMARC reports, set up a rule to automatically forward them to a dedicated folder.*
- Ensure you've enabled click bot detection to reduce the frequency of click bots inflating your engagement metrics.
- If you're using a new domain, you're going to need to warm it so that your emails don't end up in the SPAM folder of your recipients. There are many tactics to do so, but small batches and steady sends to audiences you know will engage with your newsletter is key.



3. Segment Your Audience

- Create and embed a signup form.
- Be sure to check to see if you are required to be [GDPR compliant](#).
- Segment your email list so that you're not emailing everyone everything. Try to personalize the messages to the audience who'll benefit the most from your emails. Personalization is an important element of successful emails!

4. Design Your Template

- Choose a newsletter template. Many platforms offer templates or drag-and-drop editors (called what-you-see-is-what-you-get WYSIWYG editors). Or you can create a fully customized ✨ email template by working with a digital marketing firm who specializes in email development.
- If using a pre-made template, customize the template with your branding. Be sure to consider accessibility, too.
- Accessibility can't be overlooked. Color contrast, image load times, font size, responsive design, and alt text are all crucial elements of an email to ensure all your readers can enjoy your content.

5. Write Your Content

- Plan content using an editorial calendar. A [Google Sheet](#) or Excel document with months, themes, and direct links to content that will be rolling out throughout the year is perfect.
- Write engaging headlines. Numerals help with click rates! (e.g. 3 Ways To...)
- Write engaging subject lines (use [subjectline.com](#) to get a feel for what's best practice and to rank your subject lines).
- **Pro Tip:** Try personalizing your subject line with "first name" or "company name" for better open rates.
- Balance educational, entertaining, and promotional content ⚖️. Don't be too promotional—remember, you want to offer value to your readers and let them know about ways you can help them.

6. Schedule & Send

- Determine your send frequency.
- Review for errors before sending. Use [EmailOnAcid](#) or [Litmus](#) to test your emails on 100+ devices. [Wordy](#) is a great resource if you don't have in-house editors.
- Schedule the newsletter in advance 🚀.



7. Optimize Based on Data

- Conduct A/B testing.
- Review newsletter performance analytics 📈. Set up a [Looker Studio](#) dashboard to keep track of your engagement rates.
- Adjust your subject lines, messaging, tone, content mix, and layout based on insights gathered from your tracking software.

8. Grow Your Subscriber List

- Promote 📢 the newsletter on social media.
- Collaborate with trade partners.
- Co-host a webinar or podcast to gain new subscribers
- Offer incentives for signups. Attend meet ups, conferences, and other events and ask participants if they'd like to join your newsletter. Add a QR code to your business card that links them to your subscribe form.
- Consider paid ads (Facebook, LinkedIn, Google Ads retargeting) to boost signups.

9. Listen to Your Audience

- Encourage subscriber feedback.
- Use surveys to gather content preferences.
- Offer loyalty rewards for long-term subscribers.

Even if this list might seem daunting, we *know* you're going to be successful if you follow these steps. We've helped brands around the world using this strategy and have accomplished countless successes for our clients.



Want Experts to Handle this For You?

If you're looking for a dedicated team to help you with your email marketing channel, we'd be happy to assist you. We've spent over 10 years honing our enterprise email marketing system and know exactly what it takes to run email marketing at this scale. Let's chat!

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