

## The making of a NEWSLETTER

Before starting any custom marketing program there is one driving condition that must always be considered...***CUSTOM MARKETING REQUIRES COMMITMENT!*** Commitment is the foundation for all custom marketing. It requires the commitment of time, you must have the budget to see it through, and you must be an expert in your field. Remember the triad rule:  
***time-budget-market:***

### 1. TIME

- Creativity
- Research
- Production

### 2. BUDGET

- Monthly expense
- Annual marketing budget

### 3. COMMITMENT TO MARKET

- Longevity
- Knowledge
- Stability
- Results

Now that you have determined to create a newsletter and you have set aside the time, you have the budget and the knowledge of the market to back you, let's look at the basic guidelines of building a newsletter campaign.

1. What frequency?
  - a. Monthly
  - b. Bi-weekly
  - c. Quarterly
  - d. Annual
2. What format?
  - a. Electronic
  - b. Print
3. Distribution method?
  - a. Direct mail

- b. E-blast
  - c. Website
  - d. Mobile
  - e. Social
4. What audience?
- a. Clients
  - b. A list
  - c. Prospects
  - d. Industry
  - e. Farm area
5. Do your research
- a. What do you prospects/clients need?
  - b. Where's the market going?
  - c. What's the business climate?
  - d. What are your competitors doing?
  - e. What can you offer?
6. What is your message?
- a. News
  - b. Entertainment
  - c. Information
  - d. Business tips
  - e. Marketing initiatives
  - f. Your compelling story
7. Do I go custom or template?
- a. Do you have the time to develop a custom format?
  - b. Are there templates available that can be customized?
  - c. Who will handle the data base?
  - d. Who will implement, manage and track the campaign?
  - e. Compare the costs
8. What is my look/brand?
- a. Does the newsletter design compliment your branding?
  - b. Does the newsletter design distract from your branding design and color
  - c. Does the newsletter design reflect your personality? Is it comfortable to you?
9. Obtain content
- a. Develop a format/template for content
  - b. Who will write or contribute?
  - c. What subjects to address?
  - d. How much content do you need?
  - e. Will the content subject matter be consistent?
10. Collect images and graphics
- a. Use images to illustrate content and theme
  - b. Develop a consistent graphic style

- c. Create your header and footer with your logo/contact info
- d. Choose your color scheme and style

#### 11. Design and Layout

- a. Put it all together
- b. If printed, is there bleed or no bleed? What size? Type of paper?
- c. Fine tune your address list
- d. Choose your delivery method – USPS, UPS, FEDEX
- e. If electronic, what is final output? Email? Blog post? Mobile? Link to website?
- f. Tweak your email database
- g. Select your email client – icontact, constantcontact, mailchimp, etc.
- h. Edit and re edit
- i. Stay on schedule for delivery date
- j. Be consistent
- k. Manage and track results