

# Nail Your Next Newsletter

Newsletter design process crash course  
from the eyes of a PR professional



# Newsletters as a Tool in Your PR Kit

- ✓ **Ability to access internal stakeholders and key audiences.**
- ✓ **Information alongside promotional aspects attracts interest and creates efficient communication**
- ✓ **There are several different types of newsletters that can meet your organizations needs**



# Factoring in Your Audiences



1

## *CHOOSING THE CORRECT MESSAGING*

- Choosing your messaging is dependent on your audience

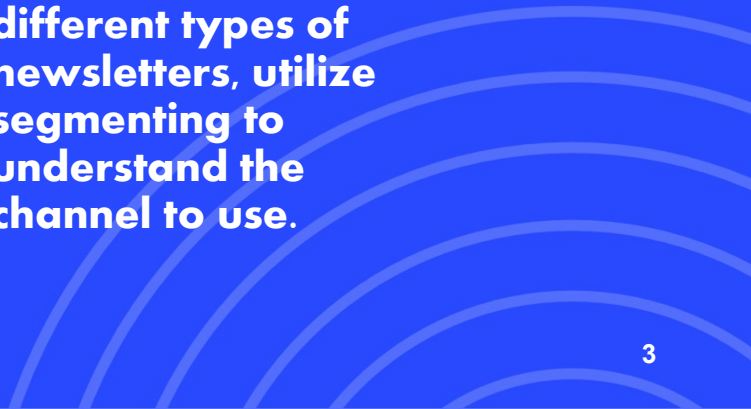
2

## *ENGAGING WITH YOUR AUDIENCE*

- Your main goal is to keep your audience engaged and informed.

3

## *UTILIZE PROPER CHANNELS FOR AUDIENCES*

- There are several different types of newsletters, utilize segmenting to understand the channel to use.
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# Key Elements of a Successful Newsletter



**Practice consistency to maintain rapport with audience and brand recall.**



**Utilize inspiration and guide it to fill your organizations needs.**



**Choose the right platform to fit your needs.**

# Convincing People to Keep Reading



Give the reader a reason to keep reading



Utilize different design methods strategically for engagement



# Thank you!

For more information on perfecting your newsletter and other design tips; go to [my website!](#)

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