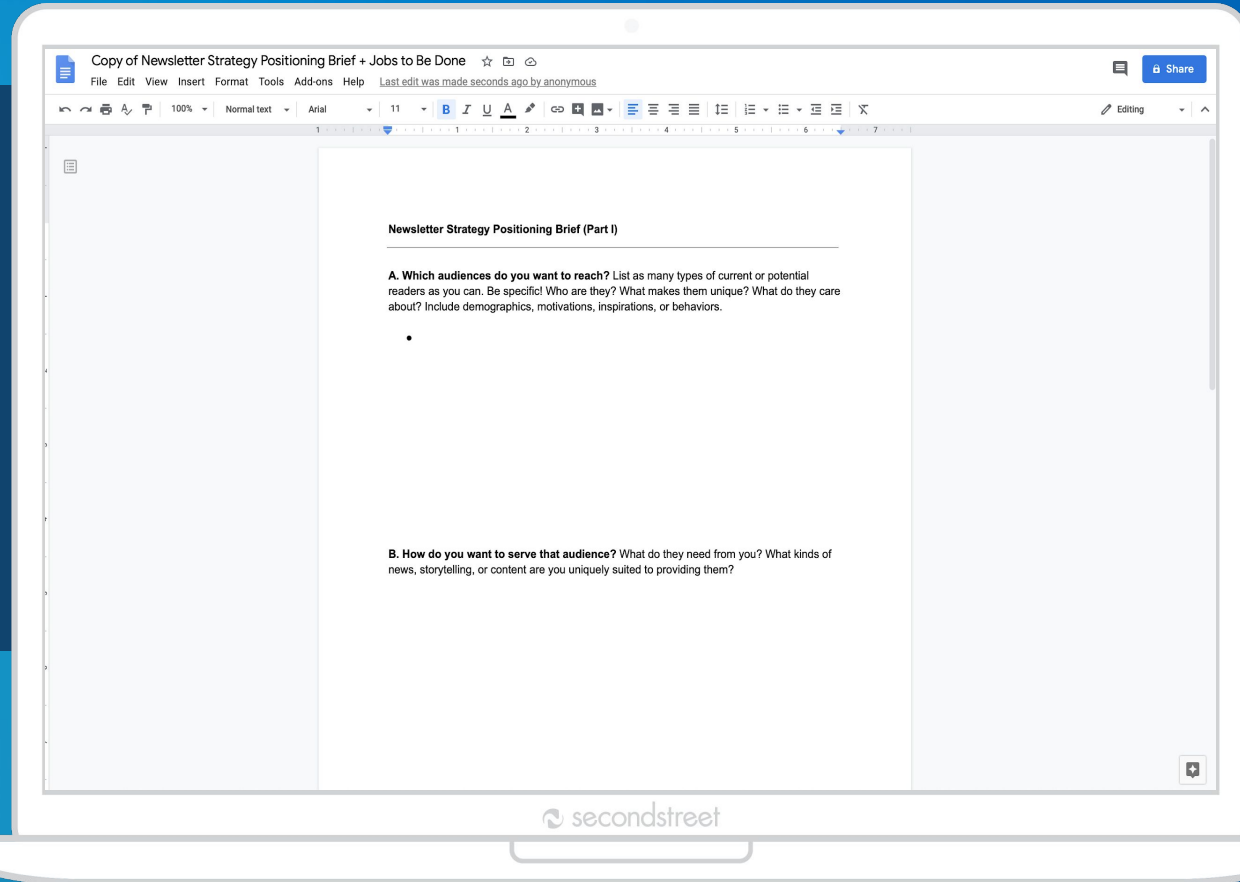




# Creating Must-Read Emails for Newspapers

# Getting Started

# Find Jobs to Be Done for Your Audience



## Newsletter Strategy Positioning Brief (Part I)

**A. Which audiences do you want to reach?** List as many types of current or potential readers as you can. Be specific! Who are they? What makes them unique? What do they care about? Include demographics, motivations, inspirations, or behaviors.

- 

**B. How do you want to serve that audience?** What do they need from you? What kinds of news, storytelling, or content are you uniquely suited to providing them?

# Survey Your Audience

## BOISE WEEKLY

### We Need Your Feedback!

Complete this survey and you will be entered to win a **\$100 Gift Card** from Trader Joe's.

First Name Required

Last Name Required

Email Required

Address 1

Address 2

City Required

Is the content we're providing useful?

How could the newsletter be better?

Email Required

First Name Required

By clicking the submit button below, I agree to the [Terms of Service](#) and [Privacy Policy](#).

SUBMIT

# Engage passionate staff members



# Build an engaged, opt-in audience


- Yes, I'd like to be invited to participate in future contests and promotions from WGN TV.
- Sign-up to receive daily news emails from WGN TV.
- By entering this contest, I would like to receive a birthday email from WGN-TV.



# Engagement: Daily Headlines


- Edit and optimize subject line format
- Consider narrative intros and breaks
- Include polls or call-outs for response

View in your browser



More CoronaVirus news: [Sign up for our Health & Coronavirus news](#)

— YOUR MORNING NEWS —



**Steamboat hospital admits 1st COVID-19 patients, continues to prepare for a**

STEAMBOAT SPRINGS — According to a recent study by the University of Washington, Colorado will hit its COVID-19 peak resource use April 15. Every community within the state looks different. "If you include b

LJWORLD.COM

## News Headlines

from the Lawrence Journal-World



**Douglas County postpones planned rural bridge work because of COVID-19 pandemic**

By: Staff Report

Douglas County has postponed the closure of a rural bridge until the end of the month because of the coronavirus pandemic. The bridge carrying East 1400 Road over the Wakarusa River was set to be closed for a rehabilitation project starting ...

March 17, 2020 @ 10:10am

**Kansas lawmakers rush to finish budget, transportation plan**

By: John Hanna, Associated Press

TOPEKA — Kansas legislators rushed Monday to draft a plan for funding state government after June, launch a new state transportation program and wrap up a few other loose ends so they could take an early and longer-than-usual spring break in ...



March 17, 2020 @ 8:41am

**To avoid crowd, city defers all major agenda items for Lawrence City Commission meeting**

By: Staff Report

The Lawrence City Commission meeting scheduled





# Engagement: Breaking News

- Highlight one story, give readers a reason to click through
- Use an obvious CTA
- Consider the From Name


View in your browser

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## VailDaily

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### BREAKING NEWS



**Colorado Gov. Polis says he expects Eagle County will be the first in the state to reopen**

Monday, April 20th at 4:00pm

Colorado Gov. Jared Polis said Monday afternoon that he expects Eagle County to be the first county in the state to re-open. Polis, in a live address, said he intends to be in Eagle County...


[Read more](#)

# Engagement: 'Destination' Newsletters


- Go all-in on voice and personality
- Goal is opens and continued engagement
- Be a valuable resource
- Don't be afraid to link to other sources

**the Latest** with the Record-Journal

At the Record-Journal we're committed to delivering **FREE CORONAVIRUS COVERAGE** during this crisis. Today, in this financially challenging time, we are asking for a little extra support from all of you to help us keep our newsroom on the job.


 **COVID-19 LOCAL NEWS FUND**

[DONATE](#) [SUBSCRIBE](#)



Here are some of the latest local headlines from the Record Journal.

[Work begins on new Amazon warehouse in Wallingford.](#)



Construction has started on an Amazon Logistics warehouse and distribution center on South Cherry Street.

Building permits were taken out for interior work on the 83,754 square foot vacant warehouse at 425 S. Cherry St. The warehouse, built in 1963, previously served as a storage facility for Stop & Shop before being rented out as a storage for a variety of tenants.

Reporter Devin Leith-Yessian has [the story](#).

## [Work begins on new Amazon warehouse in Wallingford.](#)



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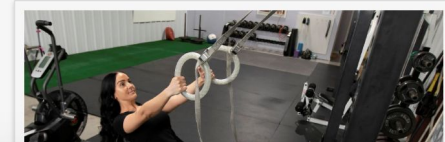
## [Police identify Wallingford child in fatal Cheshire accident](#)

Police have identified the child who died from injuries after being struck by a motor vehicle while crossing Wiese Road the Friday evening as a 10-year-old boy from Wallingford.

The child picked up ice cream from an ice cream truck that was stopped on Wiese Road just prior to the incident.

Reporter Mike Gagne has [the story](#).

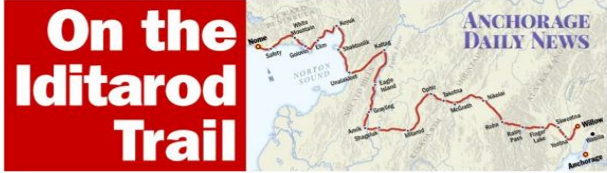
## [HEALTHY LIVING: 5 things to know about gyms reopening](#)



# Engagement: Pop-Up Newsletters

- Choose format based on job to be done
  - Destination vs automated
  - Predictable vs reactive
- Keep an archive of past issues/episodes

Email not displaying correctly? [View the web version](#)




## On the Iditarod Trail

ANCHORAGE DAILY NEWS

Could this be Aliy Zirkle's year?

Aliy [has snatched the unofficial race lead](#) from Nic Petit and is pushing toward the checkpoint of Iditarod from Ophir. Nic, Jessie Holmes, Aaron Burmeister and Martin Buser remain in Ophir — for now. Meanwhile, Joar Leifseth Ulsom is taking his 24-hour layover back at Takotna.

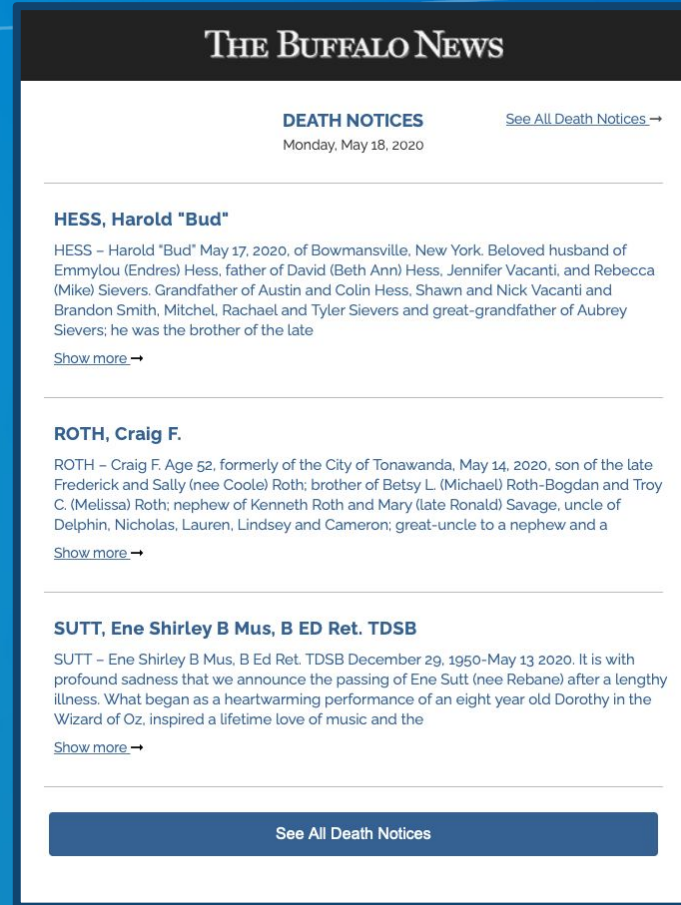


Iditarod veteran Aliy Zirkle connects with fans on Emswiler Lake during this year's Iditarod restart in Willow. (Bill Roth / ADN)

Aliy's a three-time runner-up and fan favorite. She's seeking to be the first woman to win the Iditarod in nearly 30 years (the last time a woman won was in 1990, the year of Susan Butcher's fourth victory).

# Engagement: Automated Newsletters

- Topics that work well:
  - Obituaries
  - E-Edition Notifications
  - Weather Forecasts
  - Breaking News



**THE BUFFALO NEWS**

**DEATH NOTICES** [See All Death Notices →](#)

Monday, May 18, 2020

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**HESS, Harold "Bud"**

HESS – Harold "Bud" May 17, 2020, of Bowmansville, New York. Beloved husband of Emmylou (Endres) Hess, father of David (Beth Ann) Hess, Jennifer Vacanti, and Rebecca (Mike) Sievers. Grandfather of Austin and Colin Hess, Shawn and Nick Vacanti and Brandon Smith, Mitchel, Rachael and Tyler Sievers and great-grandfather of Aubrey Sievers; he was the brother of the late

[Show more →](#)

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**ROTH, Craig F.**

ROTH – Craig F. Age 52, formerly of the City of Tonawanda, May 14, 2020, son of the late Frederick and Sally (nee Coole) Roth; brother of Betsy L. (Michael) Roth-Bogdan and Troy C. (Melissa) Roth; nephew of Kenneth Roth and Mary (late Ronald) Savage, uncle of Delphin, Nicholas, Lauren, Lindsey and Cameron; great-uncle to a nephew and a

[Show more →](#)

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**SUTT, Ene Shirley B Mus, B Ed Ret. TDSB**

SUTT – Ene Shirley B Mus, B Ed Ret. TDSB December 29, 1950-May 13 2020. It is with profound sadness that we announce the passing of Ene Sutt (nee Rebane) after a lengthy illness. What began as a heartwarming performance of an eight year old Dorothy in the Wizard of Oz, inspired a lifetime love of music and the

[Show more →](#)

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[See All Death Notices](#)

# Tips and Tactics

# Send welcome emails or series

## Ask for the next action

## SOUTHEAST MISSOURIAN

Hello,

Thank you for signing up to receive the Southeast Missourian's Daily Headlines newsletter. Each morning, we will share a selection of the news that matters most. It's a quick, convenient way to stay informed and get started with your day.

Our team of reporters and editors work diligently to bring you news and insights that only come from a local voice with a local perspective.

Soon, you will receive your first edition of the Daily Headlines. We think that you will enjoy it. If you have any questions or comments, feel free to drop us a line.

Best,  
The staff at the Southeast Missourian

To make sure to see our emails, please consider white-listing us. You can do this by adding our address to your contacts list. If you use Gmail, you may see our emails under "promotions." Just move this email to your main inbox and Gmail will take of the rest for you.

[Click here to unsubscribe and manage your email subscriptions.](#)

Southeast Missourian PO Box 699, Cape Girardeau, MO 63702-0699

Email not displaying correctly? [View the web version](#)

## SOUTHEAST MISSOURIAN

Hello,

We hope that you are enjoying the Southeast Missourian's Daily Headlines.

If you are looking for something else or looking for even more, then I suggest that you take a look at our other offerings. We are continually adding other newsletters on a growing range of subject and news.

So take a look! Most are free and it only takes a moment to sign up.

[Take a look today!](#)

[Click here to unsubscribe and manage your email subscriptions.](#)

Southeast Missourian PO Box 699, Cape Girardeau, MO 63702-0699

Email not displaying correctly? [View the web version](#)

## HAPPY BIRTHDAY *from the* SOUTHEAST MISSOURIAN



Hi,

If you're not already a member of the Southeast Missourian Birthday Club, then you are missing out.

### What to expect?

We'll send you a neat email to you on your special day. Inside you'll find a number of fun and interesting clippings of taken from our 100+ year archives during your birth month.

In addition, each month we give away movie passes to Marcus Wehrenberg Theaters in Cape Girardeau. Winners are selected at random from all birthday club members.

[Join the party](#)

[Click here to unsubscribe and manage your email subscriptions.](#)

Southeast Missourian PO Box 699, Cape Girardeau, MO 63702-0699

# Treat your email relationships like... relationships.

- Keep an open dialogue and listen
- Be inquisitive and ask questions
- Focus your listening and asking on improving the relationship

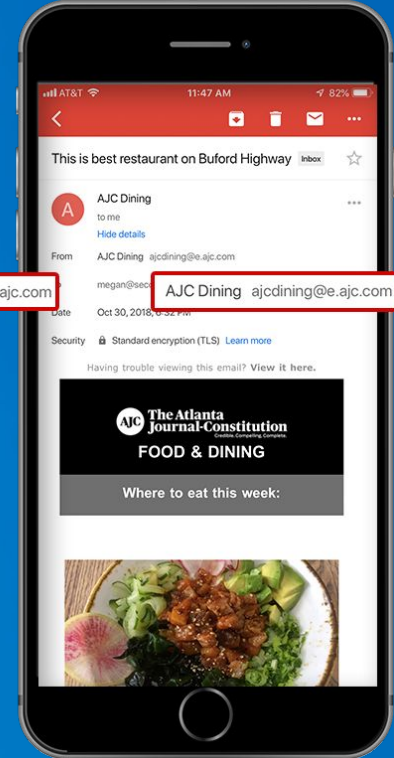
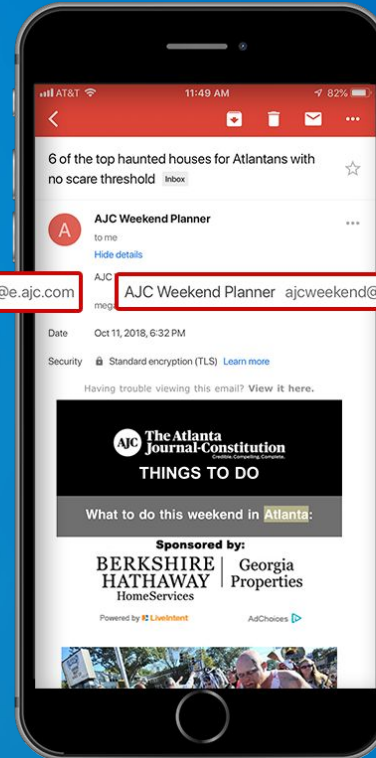
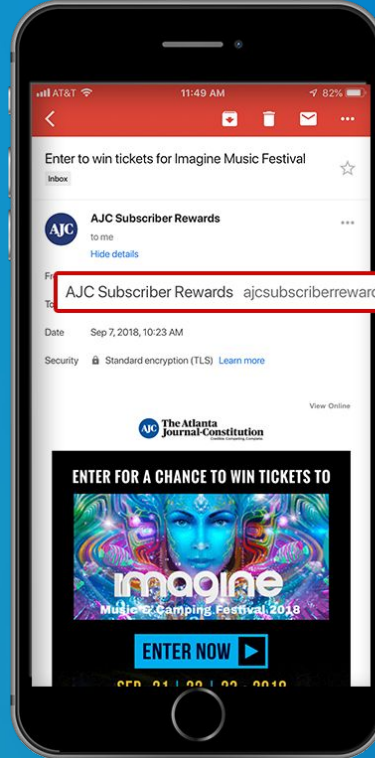
# Make sure replies go to a real person

- Surprise and delight your audience
- Gather invaluable feedback
- Improve your inbox placement



# Let your name and address do more work

- Sender is the #1 driver of open rates
- Use role-based sending addresses
- Use better from names to shorten your subjects



# Build Lists and Sponsorships simultaneously

- Build lists with sponsored promotions
- Bundle with newsletter launch sponsorships



HOME & garden  
Delivered monthly by Durham Magazine, Chapel Hill Magazine and Chatham Magazine

SPONSORED BY OUR PARTNER  
GRETCHEN CASTORINA  
Only  
Hodge & Kittrell Sotheby's International Realty

**Vote for your favorite backyard project**

**Top 3 entries win a garden center gift card compliments of Gretchen Castorina, Hodge & Kittrell Sotheby's International Realty**

Vote for your favorite backyard project until May 13.

NO Weddings CHAPEL HILL DURHAM chatham  
MAGAZINE MAGAZINE MAGAZINE MAGAZINE

PHOTO CONTEST **Backyard Home Projects**

TOP 3 ENTRIES WIN!

Whether it's a beautiful transformation OR a total fail, submit a photo of a recent outdoor project for your chance to win!

PRESENTED BY  
GRETCHEN CASTORINA  
Only  
Hodge & Kittrell Sotheby's International Realty

Herbs & Veggies to Grow Now  
local garden centers and experts for their produce picks

GET GROWING

# Break the Pattern

# Birthday Emails

- Good chance to showcase personal brands
- Opportunity to collaborate with sales



Happy Birthday {{User.FirstName}}, WGN-TV Birthday Club Member!  
Want to see our Prize of the Month? Click below to enter; enjoy some Birthday Club offers.  
Have a great birthday!



**PRIZE OF THE MONTH**

Enter for your chance to win: four (4) tickets to see Michael Bublé on Saturday, July 20, 2019 at 8:30pm at Allstate Arena in Rosemont, IL. (ARV: \$500). One Grand Prize Winner will be chosen on May 31, 2019 at 12 noon.

[ENTER NOW](#)



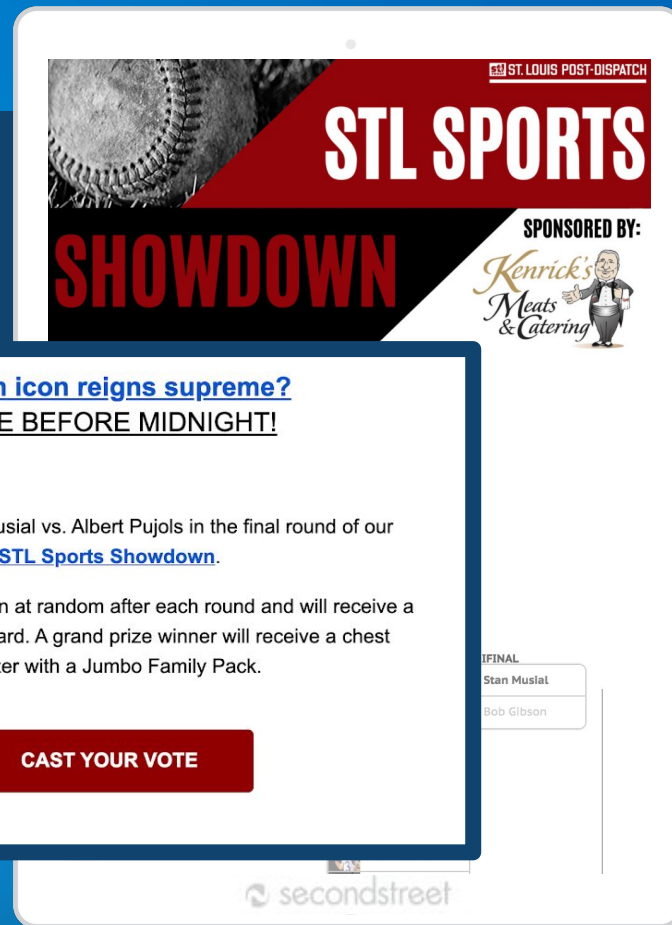
**Celebrate and Save 25%!**

It is your birthday. Celebrate with New Music, Big Laughs, More Fun! Blue Man Group Chicago recently debuted new moments, so it is a great time to celebrate your special day in...

# Voting Brackets and Ballots

*St Louis Post-Dispatch* | St. Louis, MO

- “Settle” debates
- Shareable moments
- Every round is new content for a new newsletter



The screenshot shows a voting interface for 'STL SPORTS SHOWDOWN'. At the top, there's a baseball image and the text 'ST. LOUIS POST-DISPATCH' and 'STL SPORTS'. Below that, it says 'SPONSORED BY: Kenrick's Meats & Catering' with a cartoon mascot. The main text asks 'Which icon reigns supreme?' and 'VOTE BEFORE MIDNIGHT!'. It describes a final round between Stan Musial and Albert Pujols. Prizes include a \$25 gift card and a chest freezer. A 'CAST YOUR VOTE' button is at the bottom. On the right, a partial voting box shows 'IFINAL', 'Stan Musial', and 'Bob Gibson'.


**Which icon reigns supreme?**  
VOTE BEFORE MIDNIGHT!

It's down to Stan Musial vs. Albert Pujols in the final round of our [STL Sports Showdown](#).

Winners will be chosen at random after each round and will receive a \$25 Kenrick's gift card. A grand prize winner will receive a chest freezer with a Jumbo Family Pack.

**CAST YOUR VOTE**

IFINAL  
Stan Musial  
Bob Gibson

 secondstreet

# Voting Brackets and Ballots

*Lawrence Journal-World* | Lawrence, KS



- 29,624 registrants
- 21,000 opt-in permissions collected
- 76% non-subscriber audience

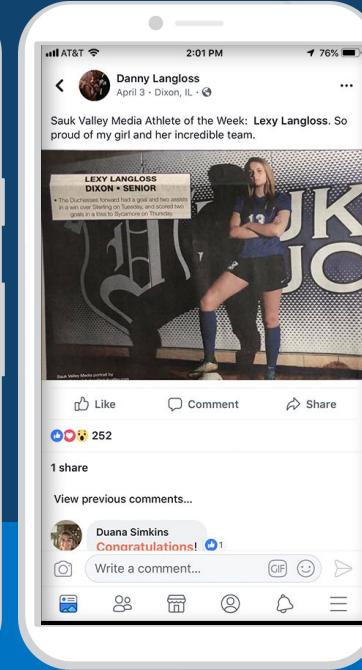
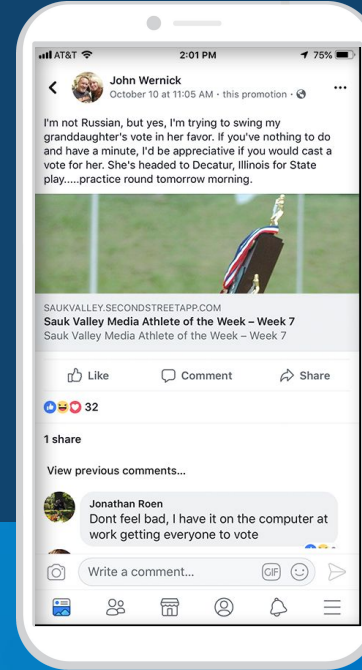
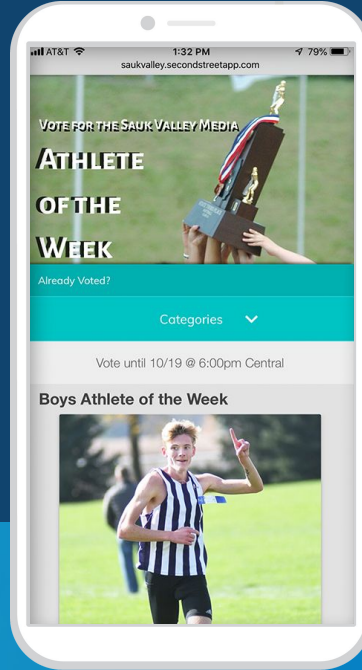


# Voting Brackets and Ballots

## Shaw Media Illinois



- Continuous list builder
- 10,000+ opt-ins
- 50% + opt-in rate
- Newsletters refer back to weekly ballots



# Recap



# Getting Started

- Find your jobs to be done for your audience
- Survey your existing audience
- Engage passionate staff members
- Choose the format and method that works for your staffing
- Break the pattern and engage your audience

# Continuous Improvement

- Send Welcome Emails
- Respect your email relationships - ask and answer questions
- Optimize your sender addresses and names
- Build lists and revenue via sponsored promotions
- Find creative and fun ways to break the pattern

# Resources

# Welcome Series Email Templates

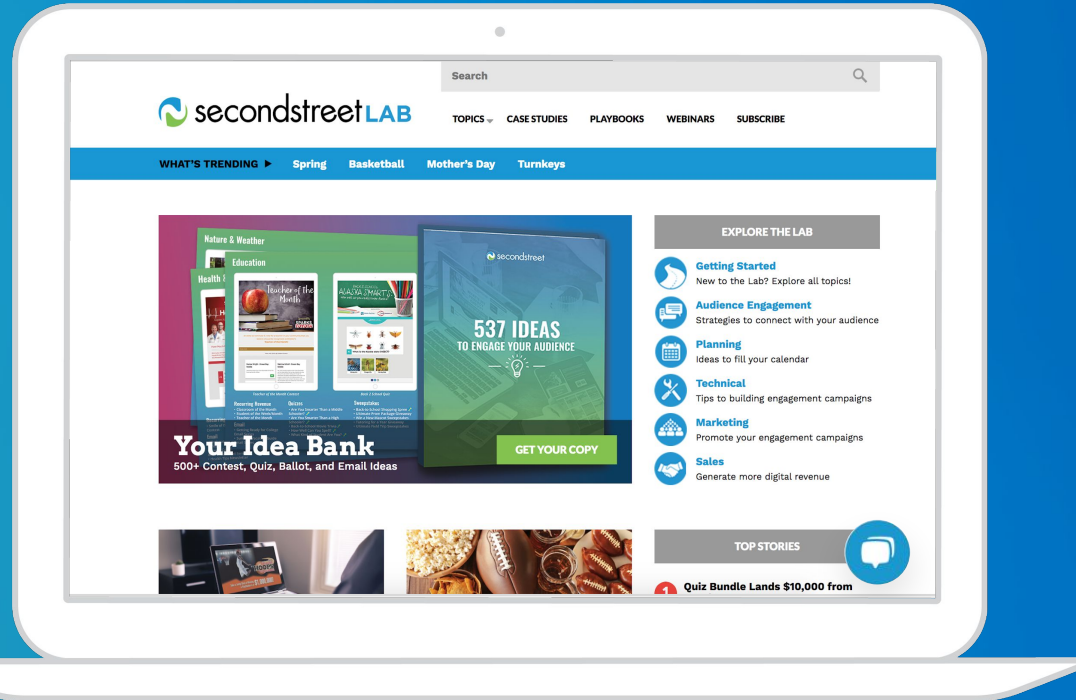


[lab.secondstreet.com](http://lab.secondstreet.com)

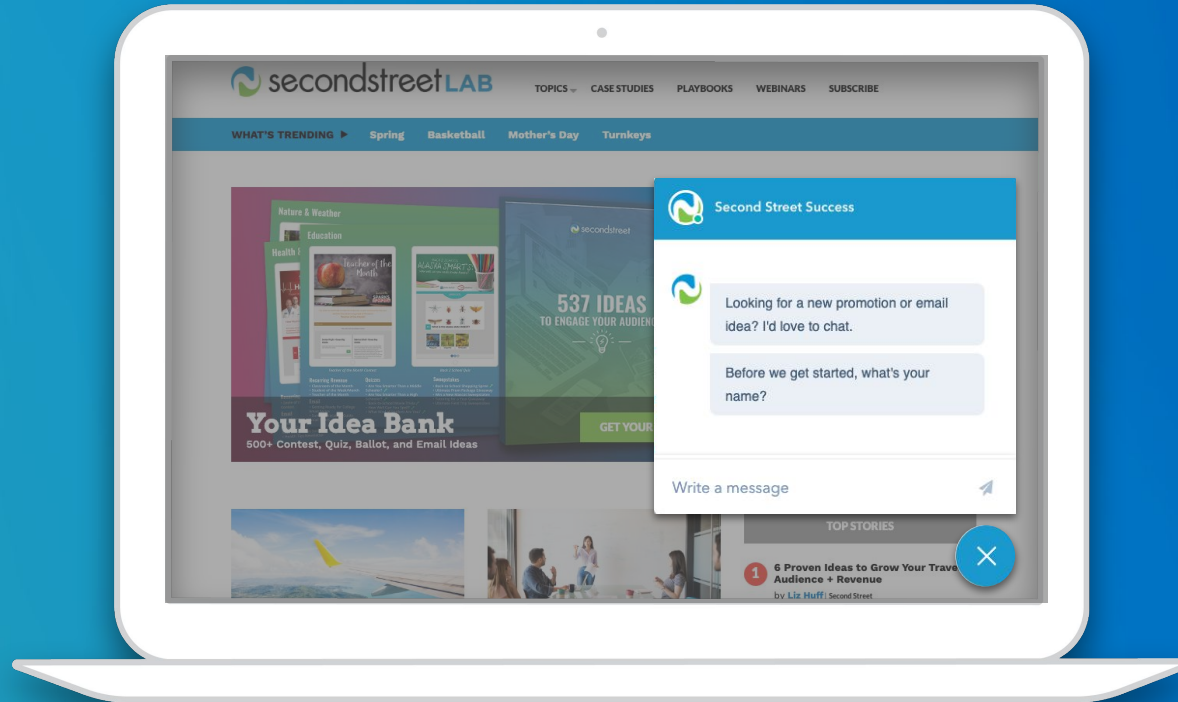
# Ultimate Email Toolkit



[secondstreet.com/email-toolkit](https://secondstreet.com/email-toolkit)



# Chat NOW with Success!



lab.secondstreet.com

9 am - 5 pm CT, Monday through Friday