

EMAIL NEWSLETTERS TO GROW
AUDIENCE & REVENUE



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This session will cover:

- **Why Newsletters Matter**

- Choosing the right newsletter
- Audience research

- **Newsletter Infrastructure**

- Email Service Providers
- Data and privacy
- Goal-setting and analytics

- **Revenue and Audience**

- Audience growth
- Monetization

CHOOSING THE RIGHT NEWSLETTER



What is important to your audiences and you?



WHY DO NEWSLETTERS MATTER?



NEWSLETTERS...

- Connect you with audiences
- Give you audience data + insight
- Let you provide specific content for specific audiences
- Build habit + loyalty
- Enable experimentation
- Inspire product thinking
- Generate revenue

92%

Of Americans use email as a form
of communication.

Source: Statista

22%

Of Americans accessed news via
email newsletter in the past
week.

Source: [The Reuters Institute](#)

"FREQUENCY, WHICH IS MEASURED BY
THE NUMBER OF DAYS IN THE MONTH THAT
CONSUMERS READ CONTENT, IS THE MOST
POWERFUL DRIVER OF SUBSCRIBER RETENTION."
- NORTHWESTERN UNIVERSITY

What to do before jumping right into newsletter-land:

Stage 1: Define your goals, and double check that newsletters fit your goals

Stage 2: Conduct an external, audience assessment with your target audiences

Stage 3: Conduct an internal, bandwidth assessment with you and your team



DIFFERENT
NEWSLETTER GOALS
+ TYPES



THE LINK AGGREGATOR + BRIEFING

Littleton Independent

Hello Littleton readers,

I'm Nina Joss, the community editor for the Littleton Independent. Welcome to your e-Edition newsletter, where you get this week's highlights and a digital copy of your paper. As always, you can reach me with story tips and feedback at njoss@coloradocommunitymedia.com.

In this week's paper...

- **Arapahoe County Board of Health to expand:** The five-member board will [grow to seven seats next year](#) in an effort to represent more diversity. Applications for four board seats are open now.
- **Keeping Candlelight Walk bright:** With 64 fewer trees lining Main Street, the city has some [new ideas for how to light downtown this holiday season](#).
- **City council discusses opioid settlement:** Instead of contributing to regional projects, [the city council directed staff](#) to put Littleton's first batch of funds towards the police department's mental health co-responder program.

[View as Webpage](#)

HUDSON VALLEY PILOT

Serving Rhinebeck and Neighboring Towns

Issue 73 | July 14, 2023

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REAL ESTATE
WWW.ROUSECO.COM



A Busy Week

In an effort to mix things up a bit, we are going for brevity in our editor's letter this time around. But I do have to mention a few noteworthy events.

The Trains are Running

After [Sunday's deluge and the devastation the storm brought](#) to a large swath of the [Hudson Valley](#), both Amtrak and the MTA announced late Wednesday that service to and from the [Hudson Valley](#) has been restored.

The Moths are Still Eating

As we reported last week, the Spongy Moths are making a feast of our trees and filling the Rhinebeck skies with their version of ticker-tape. The Village of Rhinebeck posted an [information page](#) directing residents to methods of damage mitigation. The good news is that while the moths can do significant damage to our trees, the trees are showing signs that they could weather the worst of them.

The Compost Issue is Still Combustible

The Village Compost kerfuffle also continues. Earlier this week we reported on [both the Town and Village's efforts to find an agreed solution to the compost](#)

Publisher

Goal: get audiences to your website and drive subs


Audience

Goal: stay up to date on news.

TOPIC-FOCUSED


The Seattle Times

Voices for a Free Press



Seattle City Attorney Pete Holmes, center, clearly and publicly affirmed his stance on marijuana in 2014 when he made one of the first purchases at retailer Cannabis City. (Associated Press/Elaine Thompson)

Seattle's troubling transparency fight continues

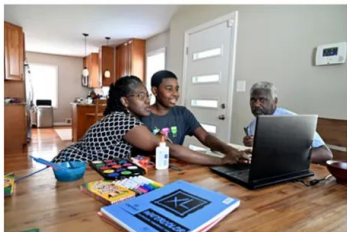


While it's good that Seattle City Attorney Pete Holmes reversed course and decided not to countersue The Seattle Times in a public-records lawsuit, the issue isn't settled

The Seattle Times

EDUCATION LAB

Education news



Home schooling exploded among Black, Asian and Latino students. But it wasn't just the pandemic.

Millions of parents are eager to deliver their children back to teachers and put remote schooling behind them. But for other parents, particularly those of color, the explosion in popularity of home schooling might continue.

Publisher
Goal: Serve audiences with targeted coverage

Audience
Goal: stay up to date on areas of interest

THE ESSAY/COLUMN

"Our collective courage is flagging and there is no time for that."

Anne Helen Petersen Nov 18   



There's been a lot of online talk these past weeks about the ways in which Substack is reproducing some of the worst tendencies of the existing for-profit media structure — how it's become a haven for white men with bad opinions who don't want to be edited and just want to shout into echo chambers. I agree with a lot of this, and think there's much, much more to say about how even a [brief look at the top earners](#) will tell you something about what readers have internalized about what sort of content is worth paying for (and how many writers, especially women, have also internalized the idea that they shouldn't ask for compensation for this sort of labor). (If you want to read more about this, [the best of the genre thus far](#) comes from Clio Chang at [Columbia Journalism Review](#).)

At some point I'll write more about why I like the newsletter as a platform, about the future plans for editing, about trying to build a community that's in challenging conversation (if you'd like to part of that conversation, you can subscribe [here](#)), about why people crave that sort of online community when


[External] A secret Jan. 6 case against a Mastriano ally

WB

○ Will Bunch — The Philadelphia Inquirer <wbun...

Yesterday at 12:24 PM

To:  Joseph Lichterman



Tens of thousands of Americans [clogged the streets](#) of Midtown Manhattan on Sunday to march for an end to fossil fuels, ahead of [a U.N. summit](#) on climate change. They protested in the “right way” that talk-radio callers demand of them, peacefully and without civil disobedience. Their reward: Very little publicity. You just can't

Publisher

Goal: Keep reader in newsletter, build habit. Provide a value add

Reader goal:

Enjoy a longer read.

MIX AND MATCH - THERE'S NO SINGLE RECIPE

 THE BALTIMORE BANNER

THE DISH

Baltimore food & restaurant headlines

Sept. 20, 2023



By [Christina Tkacik](#)

I want to talk about football fare.

I'm plotting to check out the concessions at M&T Bank Stadium during the next [Ravens game](#). Hopefully, I can find some better snacks than the stuff they're cooking up at [Camden Yards](#) lately.

Openings and closings

- **Common Ground** in Hampden reopened this week as a [worker-owned cooperative](#).
- **Simon's Bakery** in Cockeysville has a new owner and will remain open after all, according to Eileen Gotcher. Here's our [story from April](#) about the sale.
- **Sushi Bruce YA** has soft-opened in Fells Point at 1634 Aliceanna St., according to [Instagram](#).
- **ZaVino** Italian deli will open next years in [Cross Keys](#), according to [Instagram](#).

Health code violations

- **MOD Pizza** (711 W. 40th St.): Malfunctioning equipment, no Hazard Analysis and Critical Control Point plan and general unsanitary conditions; reopened Sept. 15.
- **Artifact Coffee** (1500 Union Ave.): Malfunctioning hood system; reopened Sept. 19.



- Link heavy vs. prose heavy
- Content blocks: purpose, number, order
- Length
- Voice, tone, point of view
- Design
- Frequency
- Send time



WHAT ARE THE
VARIABLES HERE?

AUDIENCE RESEARCH BEST PRACTICES

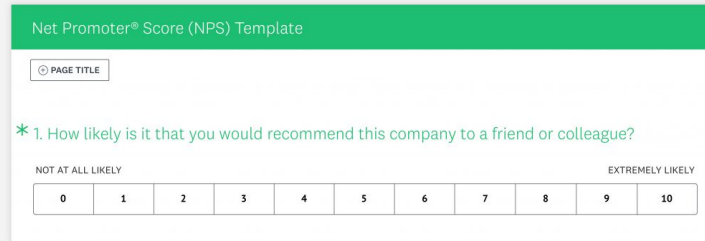


How to keep learning about your
audiences to improve your
newsletter(s)



Audience Research Tips For Newsletters

- Sending **surveys** to your newsletter list
 - Interviews
- **NPS surveys** at bottom of each newsletter



Net Promoter® Score (NPS) Template

☰ PAGE TITLE

* 1. How likely is it that you would recommend this company to a friend or colleague?

NOT AT ALL LIKELY EXTREMELY LIKELY

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

- Ask your unsubscribers - why?!

EXAMPLE: ASKING UNSUBSCRIBERS

Unsubscribe Successful

You will no longer receive email marketing from this list. VTDigger Subscribers and Donors.

You will receive one final email to confirm that we unsubscribed you.

If you meant to update your preferences, [you can do so here](#).

If you have a moment, please let us know why you unsubscribed :

- I no longer want to receive these emails
- I never signed up for this mailing list
- The emails are inappropriate
- The emails are spam and should be reported
- Other (fill in reason below)



Submit

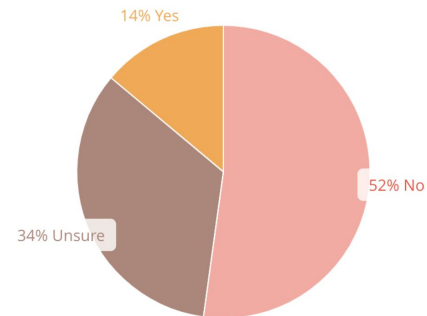


EXAMPLE: SURVEYS

What else could the Daily Digest provide?	
RESPONSE	FREQUENCY
Information on school leaders perspectives throughout the state	1
Always present the truth in your articles, with different perspectives.	1
More advocacy.	1
Research	1
A first-person short piece on any subject by someone enrolled in K-16.	1
I don't think it should be any longer. It's almost too long now to have time to look at it every day.	1
Continue sharing information regarding legisla	
Listings of key conferences, seminars.	
more information in the editor's notes on what	
I think some of this may already be included, t	
education in our state as well as more articles	
across the state that can be emulated in other	
Unbiased stories	
I enjoy quick tidbits at the beginning from the	
to. Nothing long, maybe three sentences max	
It is helpful with the Daily Digest has a brief pe	
Education NC is running a series. Adding a de	
expertise to why these issues are showing up	

Review: Results from Audience Survey

We are considering removing the perspectives and sending them out via a separate email. Do you like that idea?



- Survey, interview and focus group design and best practices (*see Audience Research chapter in the Membership Puzzle Project Guide*)
- How to synthesize data (*Ibid*)
- A/B Testing
- Specific email metrics to watch (coming soon)


WHAT I DIDN'T
COVER HERE



Audience Research Tips For Newsletters

- Examining your email newsletter **metrics**
- Ask for reactions, and **make replies easy**





KEY NEWSLETTER INFRASTRUCTURE



How to choose the right Email
Service Provider for you



WHAT IS A TECH STACK?

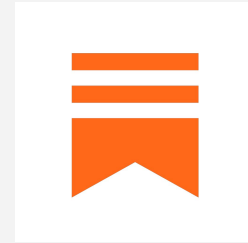
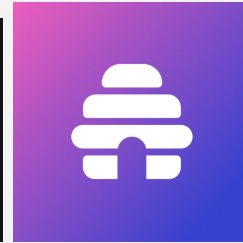
A tech stack is the suite of tools and technology you use to power your organization.

WHAT IS AN EMAIL SERVICE PROVIDER?

An Email Service Provider – or an ESP – is the software you use to:

- Design newsletters
- Send newsletters
- Track and analyze email metrics
- Manage your email lists

SOME ESPS
YOU MAY HAVE
HEARD OF...



WHAT TO CONSIDER WHEN CHOOSING AN ESP

No matter if you're working in a newsroom or as an individual journalist, these are some key considerations:

- Cost
- Design Tools: Email templates, sign up modules, etc.
- Sign-up process
- List Segmentation
- Data resources
- Monetization

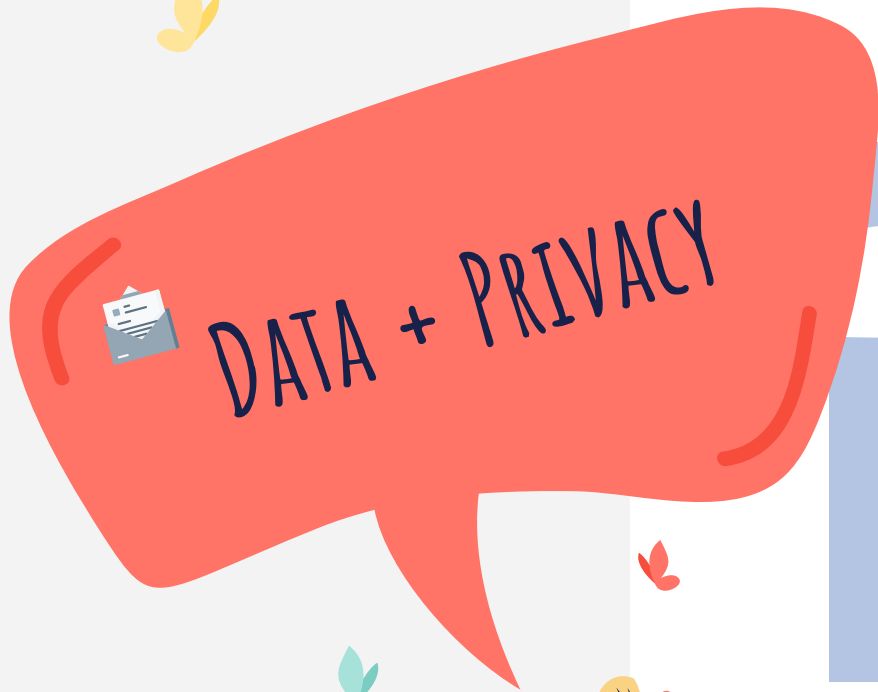
RELATED TECHNOLOGY

Depending on your needs, you'll want to consider a few other elements of the email tech stack:

- Content Management System (CMS)
- Customer Relationship Management system (CRM)

KEY TAKEAWAYS

- Choose an ESP that fits your budget and editorial needs.
- Other key elements of the newsletter tech stack: Website, CMS, CRM, payment processor.



Essential Privacy and Data
Considerations for Newsletters



DATA IS 

Email newsletters are so valuable because you control the relationship with the reader.

You want to treat the readers with respect, and there are legal limits to what you can do with their information.

PRIVACY LAWS

Privacy laws vary from country to country. You may have heard of:

- CAN-SPAM (United States)
- New York Privacy Act (proposed)
- CCPA (California)
- GDPR (European Union)
- CASL (Canada)
- Regulations on Internet Service (China)
- Spam Act 2003 (Australia)

Good state-by-state overview [here](#).

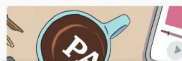
RULE OF THUMB:

- Get clear consent from readers:
 - Email sign ups should be simple, clear, and descriptive.
 - Only send emails they've signed up for.
 - Make it easy to unsubscribe or opt-out.

NEWSLETTERS

Get the best news from across PA straight to your inbox

Select any of the free newsletters below and enter your information to stay informed on the most important issues in our state.



Selected
PA Post



Click to select
The Investigator

Sign up for free

Enter your email address and click "Subscribe" to start receiving selected newsletters.

Email Address



SUBSCRIBE FOR FREE

We're investigating what content social media platforms amplify. Sign up for updates on what we uncover.

Want to get a taste of what you can expect to read? Browse our newsletter archive [here](#).

Subscribe

Klaxon



Never miss a Markup article or investigation. We'll email you every time we publish about the ways powerful actors are using technology to change society, usually two to three times a week.

Want to get a taste of what you can expect to read? Browse our newsletter archive [here](#).

Subscribe

True to our values, our newsletters are some of the few e-mails you'll receive that won't monitor when and where you opened it. At The Markup, your privacy comes first.

EMAIL
SIGN-UPS

MANAGE PREFERENCES


16:51
Outlook
slowboring.com

Slow Boring [Subscribe](#)

[My Account](#)

You're on the free list

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Name: Joseph Lichterman ([change](#))
Email: joseph@lenfestinstitute.org ([change](#))
Status: free email list

Email notifications:

- Newsletter posts
- Podcast episodes

(Disabling all notifications will unsubscribe you from this publication)

Private podcast feed:
[Click here](#) to set up your podcast app.

If you're having email delivery issues, [click here](#)
To change your password, [click here](#)
For support, [click here](#)
To logout, [click here](#)

j*****h@n*****b.org

Opt-Out Preferences

You can choose to opt out of any of the following types of email communications we send.

[Opt Out of All Emails](#)

EMAIL TYPE	OPT OUT
------------	---------

Quartz Weekly Obsession

Opting out will unsubscribe you from Quartz

NO YES

Weekly Obsession emails.

Quartz Africa Weekly Brief

Opting out will unsubscribe you from Quartz

NO YES

Africa Weekly Brief emails.

Quartz Daily Brief

NO YES

KEY TAKEAWAYS

- Be transparent
- Earn readers' trust by treating them with respect.



Setting Goals and Measuring
Success with Key Analytics



KEY METRICS

- **Total Subscribers:** The number of people signed up for your email list.
- **Total Opens:** The number of times an issue of your newsletter is opened.
- **Open Rate:** The percentage of readers who received a newsletter who opened it.
- **Click-through Rate:** The percentage of readers who received a newsletter who clicked a link.

THESE METRICS MATTER...

But they aren't always so straightforward. An example...

APPLE'S MAIL PRIVACY PROTECTION

The Problem:

- Apple's privacy protections inflate open rates.

The Solution:

- Look at other metrics:
 - Conversion Rate: Are you adding paid subscribers?
 - Unsubscribe Rate: How many people are unsubscribing after each email?
 - Click through rate: Are people clicking on the links you want them to?

KEY TAKEAWAYS

- Align your metrics with your goals
- Not all analytics are created equal – focus on data that provides actionable insights toward your goals.
- Keep your email lists “clean”

GROWING YOUR READERSHIP



How to Build an Engaged
Subscriber List that Generates
Revenue



A collection of five stylized butterfly icons scattered across the upper half of the slide. One is red and positioned at the top center, while the other four are yellow and located at various points around the top and right edges.

IF YOU REMEMBER ONE THING ABOUT
AUDIENCE GROWTH ...

A horizontal yellow banner with a slightly wavy, torn-edge effect. It is positioned in the lower-middle section of the slide. A small red butterfly icon is attached to its bottom-left corner.

EMPHASIZE YOUR VALUE-ADD

LOTS OF WAYS TO REACH YOUR READERS

YOUR WEBSITE & EMAIL

- Homepage
- Article page
- Pop-up boxes
- Email signature

REFERRALS

- Cross-promotion
- Subscriber referrals
- Newsletter classifieds

SOCIAL MEDIA

- Organic posts
- Paid advertisements
- Participate in the convo

FRESH CONTENT

- Your own work
- Links & quotes in others' work
- Book clubs

SHARING IS CARING
(AKA DON'T BE SHY)

February 01, 2021



MORNING BREW

THE CLASSIFIEDS

TOGETHER

Are you a Type A done living their Plan B? Create the 2021 you want. Start today by booking your [free coaching consult](#) with [Possible Things](#).

Celebrate the holidays with your favorite teen dramas, like "Beverly Hills, 90210," "Dawson's Creek," and "The O.C." [XOXO, Gossip Girl](#)

You made it to the end of 2020—congratulations! Now make 2021 a gift to yourself. [Expert video therapy](#), feminist sensibility. [Let's conspire](#).

Missing that vacation feeling this Christmas? [Sign up for our](#) weekly newsletter that feels like you're

[GHIA](#) is a new spirits-free aperitif made with a clean kick of citrus, it tastes like added sugar + no booze = no hangover. Use the code [HIANNFRIEDMAN](#) for 10% off.

The New Year is the perfect time to hit your [2021 goals](#). We match circles of women who share your professional goals. In fact, 92% of members achieve their goals. [Apply today](#).

Good morning. It's a tradition. Every several months, like stories of people who share the Brew with their friends.

But this time...we're spicing it up.

Read closely: Over the next two weeks, we're holding a raffle to win one of four MacBook Airs. The catch: Once you hit **3 referrals** during the giveaway.

We'll walk through it again later.

Snag your

If you're not already a paying member

ELEMENTARY TO HIGH SCHOOL

If schools don't overhaul discipline, 'teacher will still be calling the police'

As districts across the country struggle to discipline of Black students

by NEAL MORTON

Shyra Adams, center, leads a group of Black teenagers killed by police

The Hechinger Report

topic: education. Sign up for our newsletter delivered directly to your inbox.

Get immediate educational and award delivery to you

Thanks!
Yossi

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www.lenfestinstitute.org

Email Address

Sign up for Solution Set, a weekly report on innovation in journalism from The Lenfest Institute for Journalism: www.solutionset.org

HOW TO BUILD AN AUDIENCE

Recap!

- How to frame your approach to “audience growth” → Target the right readers
- A review of growth methods → Don't be shy
- Examples → Learn from those around you

MONETIZATION



Show me the money





Photo by [Clay Banks](#) on [Unsplash](#)

CONCEPTS TO REMEMBER:

- Habits
- Experiments
- Funnel

READER REVENUE



DIGITAL SUBSCRIPTIONS + MEMBERSHIP

Use to build habit and
convert readers to
digital subscribers or
paying supporters



SUBSCRIBER-ONLY NEWSLETTERS

Newsletters only
available to paying
subscribers



DIGITAL SUBS



SUBSCRIBER-ONLY



MEMBERSHIP

View on [inquirer.com](https://www.inquirer.com)

The Philadelphia Inquirer

MORNING NEWSLETTER



SPONSORED BY American Heritage
Great by Design

Good morning,

We're in for sunny skies and a high of 76.

It took two weeks to capture convicted murderer Danelo Cavalcante after he escaped Chester County Prison. The manhunt required hundreds of Pennsylvania State Police troopers, U.S. Marshals, and agents from the FBI and U.S. Border Patrol to track him down.

He's now in custody and being held at the State Correctional Institution-Phoenix, a maximum-security prison in Montgomery County.

Our lead story recaps the events with a detailed look at the escape, search, and capture.

— Taylor Allen (@TayImanAllen,
morningnewsletter@inquirer.com)

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If you are unable to view the images in this email, [click here](#).

RUNNER'S WORLD **+**

MEMBER EXCLUSIVE!
DO NOT FORWARD!

YOUR MANUAL FOR BECOMING A BETTER RUNNER

How to Talk to Your Children About Exercise



Happy Sunday, Joseph!

I'm Jennifer Acker, a health and fitness editor with *Runner's World* and *Bicycling*. I've been a runner and recreational

[View this email in your browser](#)

As part of Spotlight PA's 🌟 Fall Member Drive 🐾, all contributions will be **DOUBLED** for a limited time. [Click here to donate](#) via our website, or you can also give via [PayPal](#) or [Venmo](#) or send a check to: Spotlight PA, PO Box 11728, Harrisburg, PA 17108-1728.

Thank you for making our vital work possible. Without you, Spotlight PA ceases to exist.

— Colin D., Newsletter Editor

SPOTLIGHT PA

WEEK IN REVIEW

Saturday, September 16, 2023

It's Saturday! Here are the top Spotlight PA stories and others you might have missed this week.

BUSINESS STREAMS



ADVERTISING

A benefit of being a no. 1 spot for your subject is that it's easier to find the right advertisers



SPONSORSHIP

Find the right advertiser and deepen the commitment to increase results over time



ADVERTISING

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Serving Rhinebeck and Neighboring Towns

Issue 73 | July 14, 2023

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PRESENTED BY INSIGHT PA CYBER CHARTER SCHOOL

Axios Philadelphia

By Mike D'Onofrio and Isaac Avilucea · Aug 24, 2023

Hi, Thursc [External] For-profit evictions resume

• Cloudy
possib

AP Axios Philadelphia <philadelphia@axios.com>
To: Joseph Lichterman


Thursday, August 24, 2023 at 6:28 AM



A MESSAGE FROM INSIGHT PA CYBER CHARTER SCHOOL

Get your child where they want to go



GET CREATIVE!


[External]  Remote work backslide

AP  Axios Philadelphia <philadelphia@axios.com>
To:  Joseph Lichterman

Today at 6:28 AM

SPONSORED JOB LISTINGS





On the job hunt?

 Check out who's hiring on our Job Board.

1. [Paralegal](#) at FIRE.
2. [Director, Digital Marketing](#) at Essent.
3. [Chief Engineer](#) at Aimbridge.

Want more opportunities? [Check out our Job Board.](#)

Hiring? Use code FIRST50 for \$50 off your first [job post](#).

PATHS TO MONETIZATION

Recap:

- Key concepts → Habits are critical
- A menu of monetization options → Experiment + mix it up
- Examples → Respond to your audience

WHY DO NEWSLETTERS MATTER?

NEWSLETTERS...

- Connect you with audiences
- Give you audience data + insight
- Let you provide specific content for specific audiences
- Build habit & loyalty
- Enable experimentation
- Inspire product thinking
- Make money

ADDITIONAL RESOURCES

- [Knight Center: Newsletter Strategies for Journalists](#)
- [The Newsletter Guide](#)
- [Inbox Collective](#)
- [News Revenue Hub](#)
- [Beyond Print](#)

THANK YOU!

Contact us:

emily.r@inn.org

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joseph@lenfestinstitute.org

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