

# NEWSLETTERS

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CONTENT GUIDELINES

When creating your newsletter, it is important to communicate several key pieces of information to your readers, to allow you to:

- Keep subscribers up to date with industry and company news
- Stay connected with your subscribers and vice versa
- Create a community feel to your business
- Build interest and trust with your customers
- Promote and grow on social media and digital marketing

### 1. A General Weekly Update

This could be anything from company news, industry news or a particular service/product you want to promote. Just give your subscribers a quick update on the past week/since you last newsletter, to make them feel part of the company's community and achievements.



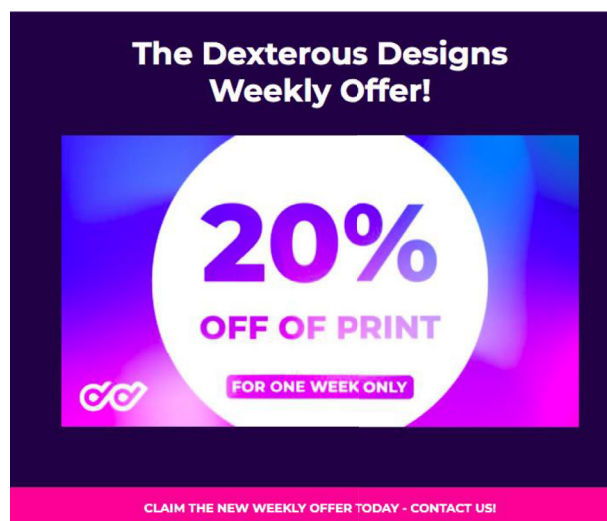
## This Week At Dexterous Designs...

### 2. Weekly Blog Article

At Dexterous Designs, we post a weekly blog article, so the newsletter gives us another opportunity to promote this a few days after the original publication. We try to make the above section link to the blog in some way, as the blog is normally about something relevant to our work at Dexterous that week; this creates a fluidity through what we're putting out there weekly.

### 3. Weekly Offer

To have an exclusive offer in your newsletter really gives a reason for a prospective subscriber to subscribe!

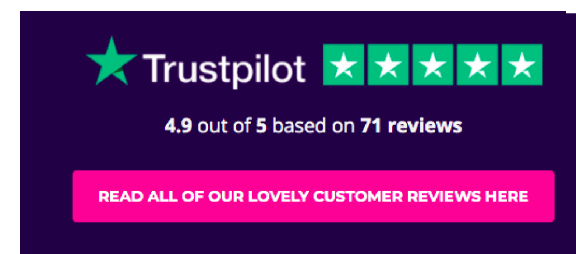


### 4. Products and services

Newsletters are the perfect opportunity to remind your subscribers what products and services you offer. 9 times out of 10, your subscriber list is going to be made up of past customers or future customers, so giving them a service list or product menu to have a browse through, might give them the nudge to contact you for more information about it!

### 5. Trustpilot

To follow the services and products list with your Trustpilot or any form of review, nudges them even further to get in contact! Remember, the best way to bring in new customers is through the experiences of your past customers!



### 6. Contact Details

Finally, once your reader has consumed this information, make sure you add your contact details at the end of the newsletter, to give them the opportunity to take the next step in whatever services or products you offer, even if it is just to enquire!



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