How to develop an effective eNewsletter using Communigator

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Do you need an eNewsletter?

- What are your drivers for producing an eNewsletter?
- Is there a ready-made audience (and distribution list) or are you starting from scratch?
- How will you promote it and encourage take-up?
- Does anyone already reach your audience?
    - Is their newsletter successful? If not, why will yours be different?
    - If it is successful, can you repurpose your content for their newsletter?
- How are you sharing your news now? Who's responsible for sharing it?

Who is your audience?

- Mapping and understanding your stakeholders

1. Who are your customers/key stakeholders?
2. Prioritise who you want/need to communicate with
3. What do they want from you? Have you asked them?
4. What channel do they prefer? Have you asked them?
5. What do you need to tell them (push messages)?

- Engaging your stakeholders

1. eNewsletters – can you make yours interactive? Can people contribute?
2. Focus groups
3. Surveys

Segmenting your audience

Newsletters should be timely, targeted and relevant

- More targeted news is more likely to be read

- Who are your different groups?

- Internal v external
- Demographic
- Established customers v Potential partners
- Age

- Ensure content is informative and relevant to your audience

- Plan the delivery and frequency of your newsletter

News criteria

- Clear set of guidelines around content

- What will you include? What will you say no to?

- What are your key messages/business objectives?

- Humanities eNews criteria

- Relevant to large proportion of staff

- Recent news - out-of-date will put people off

- Balance of news

- Need to know

- Want to know

Newsletter best practice

- Keep content brief and relevant
- Clear layout and design
- Include images and videos – not too text heavy
- Use a navigation list – quick overview for busy people
- Give staff/stakeholders a voice - Messages from senior staff, Spotlight on, quick polls and surveys
- Interactive - chance to feed back up
- Update subject line regularly
- Tone of voice – keep it relevant to your audience
- Headings
  - Can you be bold and grab their attention – or will that jar with your audience?
  - Be clear when you want people to take action – and who

Content and content planning

- Plan ahead – what are your key projects and milestones? Plan in the stories now

- How are you sourcing content? Are you missing something?

- Timing
    - make sure your news is new
    - make good use of feature articles – not time sensitive

- BrightPod could support content planning

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AMBS weekly bulletin

- Side navigation for quick overview
- Clear sections – repeated each week
- Targeted distribution (academic v PSS)
- Colourful images
- Comment feature
- Created in Newsweaver software

![The University of Manchester logo]

The University of Manchester

Humanities eNews

- Consistent headings for sections
- Repeat features
- Message from the Dean
- Call to action – Get involved
- Spotlights
- Information on how to contribute
- All editions stored on HumNet
- Created in Communigator's GatorExpress

Is your newsletter successful?

- Regular evaluation and feedback

- Faculty evaluation of eNews

- What does success look like?

- Open and clicks

- Increase in traffic to website/intranet

- Survey reponses

- Event attendance

- Benchmarking – is there a 'norm' to compare against?

eNews analytics

eNews versus print?

- E newsletters:
- Immediate, easier and cheaper to distribute
- Can be more targeted
- Can be tracked
- More interactive (engaging the audience) - embed videos
- Can easily test – subject lines, timings etc
- Easy to forward on your newsletter to others and retain personal copy
- Increase two-way communication - feedback/surveys/polls

Brand guidelines

- Key University and Faculty enabling strategy: Reputation for excellence

- Clear, consistent and professional communications

- University tab logo, colour palettes, fonts for print and digital, written house style

- University brand guidelines: http://www.brand.manchester.ac.uk/

Any questions?

Quick look at Communigator's GatorExpress…