



The University of Manchester

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  - Recent news - out-of-date will put people off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

# 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

View the [web](#) version of this email.  
Please add [ambs.bulletin@manchester.ac.uk](mailto:ambs.bulletin@manchester.ac.uk) to your address book to ensure that our emails reach your inbox.


The University of Manchester  
Alliance Manchester Business School

# e-bulletin

5 May 2017

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**This week's highlights**

**FT's Top MBA for Finance ranking sees School in global top 30**



The Financial Times' new ranking of [Top MBAs for Finance](#) sees the School ranked 29th in the world and positioned as 5th in the UK and 10th in Europe.

Continue reading [here>>](#)

**Janine's update**



Head of School Administration Janine Ellis provides an update on the AMBS redevelopment, the hotel plus new retail and leisure names to be signed for University Green...

Read more»

**Drive for more women in boardroom has stalled**



Despite the 'compelling' business case for having more women on company boards the move towards gender equality in the boardroom has stalled. Our Vital Topics panel debate on 'Diversity at the top' heard that there remained a complex and often contradictory array of reasons as to why more women did not hold senior management positions. For instance, there are still only seven female CEOs in the FTSE 100 today.

Continue reading [here>>](#)

**Cary scoops lifetime achievement award**



Professor Sir Cary Cooper CBE, 50th Anniversary



# 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

Web Version

Please add [humsnews@manchester.ac.uk](mailto:humsnews@manchester.ac.uk) to your address book to ensure that our emails reach your inbox.

### News



#### Spotlight On...William Bevin-Nicholls

Meet William Bevin-Nicholls, Resources Officer from the School of Law. Will tells us about his role, his involvement in the Faculty's new Content Planning Group, and shares his thoughts on a book he's reading.

[Read Will's Spotlight On...](#)



#### Get involved in our new Community Festival

Humanities venues opening their doors to our neighbours.

[Read more](#)

## 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 responses
  - Event attendance
- Benchmarking – is there a ‘norm’ to compare against?

# eNews analytics

|                        |                     |                        |                     |
|------------------------|---------------------|------------------------|---------------------|
| <b>Campaign:</b>       | Issue 97            | <b>Status:</b>         | Live                |
| <b>Start Date:</b>     | 21/04/2017 10:21:13 | <b>Send Date:</b>      | 21/04/2017 10:22:39 |
| <b>Close Date:</b>     | 18/05/2017 09:56:00 | <b>Last Send Date:</b> | 21/04/2017 10:22:50 |
| <b>Initiated Date:</b> | 21/04/2017 10:21:13 |                        |                     |

[Show Results](#)

**1,554 Unique Opens**  
337 of which were mobile

**1 Bounced**  
0.03% couldn't be delivered

**1,679 Not opened**  
Excludes bounces

**48.07% opened your email**  
10.42% of which was mobile

**21.65% clicked a link**  
3.12% of which was mobile (101 people)

**0 contact(s) unsubscribed**

**0 contact(s) referred your email**

**45.05% was your click to open rate**

|                          |       |
|--------------------------|-------|
| Initial Send:            | 3,234 |
| Follow Ups:              | 0     |
| Triggered:               | 0     |
| Unique User Sent:        | 3,234 |
| Undelivered:             | 1     |
| Failed:                  | 0     |
| Hard Bounces:            | 1     |
| Soft Bounces:            | 0     |
| Other Bounces:           | 0     |
| Unique User Undelivered: | 1     |
| Unique User Delivered:   | 3,233 |

|                         |       |
|-------------------------|-------|
| Emails Not Opened:      | 1,679 |
| Unique User Not Opened: | 1,679 |
| Landing Zone Clicks:    | 23    |
| Web Clicks:             | 1,157 |
| Survey Clicks:          | 0     |
| Calendar Appointments:  | 0     |
| Unique User Clicks:     | 700   |
| Social:                 | 0     |
| Complaints:             | 0     |
| Autoresponder:          | 0     |
| Email Rating:           | 0     |

## 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



The University of Manchester

## 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...**

