



E-Newsletter Ideas

by Swiftpage

You have decided to send a weekly or monthly email blast to your ACT! contacts. Now what? Here are some suggestions of things you can include in your newsletter:

What can you include in your newsletter?

Events/deadlines/important dates

Keep your customers informed and prepared for the coming months by including a calendar of what to look forward to.

Top ten lists

Provide links to useful resources that are relevant to your readers.

Create a checklist

An easy way to help your clients with a problem and gain business credibility.

Conduct an interview

Keep it on topic and these conversations can be informative and easy to produce.

Tips of the week

Employee suggestions, description and link to a industry blog post, invite to upcoming webinar.

How-to

Demonstrate a new feature on your product, basic tutorials, etc.

Release reports

Provide industry updates, community/corporate news, release a white paper.

Get feedback

Use your emails as a way to get customer feedback, provide support and allow your readers to sign up for events by linking to a [Swiftpage survey](#).