



Newsletter inspiration

What to put in your newsletter to keep it engaging



WHAT YOUR CLIENT NEEDS TO KNOW

1

Always include in a newsletter the essential things your client needs to know: how to get hold of you, and how to order, or support your cause. There's also legal things you need to put in, around GDPR. You'll probably want your logo too.

2

OUTSIDE NORMAL PRACTICE

You'll want to tell your clients about things like upcoming closures, maybe for Christmas or annual leave. You might also need to tell them if you're moving premises and there might be delays, or it's a busy season for you.



3

SPECIAL NEWS

If you have any special offers, great deals, product launches or similar, this is where to tell your existing customers about them. Also, if you have any big events coming up in your calendar, the 'order before' dates - Order by [date] to receive in time for Christmas...



YOUR PRODUCTS

5



YOU AND YOUR TEAM

People buy from people, so make sure your customers know a bit about the people they're going to be buying from. If you're not comfortable sharing that it's your birthday, at least talk about new team members, your experience, and why they should be working with you, rather than anyone else.

4

Make sure that your readers know about all the different products or services that you offer. You'd hate for them to go elsewhere for something you can offer! Run articles about 'old favourites' and talk about your processes, collaborators, unique features and more.



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