



CREATE AN ENGAGING NEWSLETTER



Newsletter training: master both technical and editorial aspects

Newsletters are a powerful way to stay connected and share updates with your partners, colleagues, or clients. Their success is often measured by open and click-through rates, but not only. A newsletter should also drive other benefits, for example by fostering new contacts or making sales.

So how do you get readers to open your emails? How do you combine content and form to keep them reading and even prompt them to take action?

Work with an expert trainer to master the fundamentals of effective writing while optimizing your own newsletters.

Objectives

- Define the objectives of your newsletter
- Produce relevant, high-quality content
- Refine layout and design

Duration

1 day + 2 half-days

Number of participants

Up to 6 people

Number of participants

Up to 6 people

People concerned

Any person involved in producing a newsletter

Educational resources

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

Program

Define the objectives of your newsletter

- Understand the role of your newsletter within your communication strategy
- Identify your readers' expectations
- Define your editorial line and publishing schedule

Produce relevant, high-quality content

- Write engaging subject lines
- Create content that is both relevant and enjoyable to read
- Capture attention with strong hooks
- Use multiple reading levels (headlines, subheadings, call-to-action buttons)
- Simplify and shorten your sentences

Refine layout and design

- Apply your brand guidelines to be recognizable
- Leverage your e-mailing platform to create structured, visually appealing layouts
- Boost interaction with your content
- Ensure optimal display on computers and phones
- Include visual elements (photos, graphics)
- Adjust content and layout based on feedback