



IN YOUR BEST INTERESTSM

Managing Your E-Newsletter

- **Don't Bite Off More Than You Can Chew.**

E-newsletters present wonderful opportunities for communicating with clients and potential clients, but they also present a new challenge. Before you begin to collect e-mail addresses, have a management plan in place for the e-newsletter. How often will you send it out? What are the goals of the e-newsletter? How will content be developed? Who will be responsible for it? What will the review process be? It's better to know what you're getting into before you begin.

- **Manage Subscriber Expectations.**

Once you establish your e-newsletter policies and strategies, create language for the e-newsletter and the Web site that explains the key points subscribers need to know. For example, if you have established a policy not to respond to e-mail sent as a reply to an e-newsletter, be sure that's conveyed in the e-newsletter (and consider directing them to your Web form or e-mail address as an alternative). The more information you can provide to subscribers, the easier it will be to manage their expectations for communicating with your office.

- **Use It Or Lose It.**

When subscribers sign up to receive an e-newsletter, they expect to receive something soon, not at some unidentified future date. Collecting e-mail addresses before you are ready to begin sending an e-newsletter runs two risks. First, many of the e-mail addresses will be outdated. Second, subscribers will have forgotten they gave you their e-mail address and, when they finally receive an e-newsletter from you, will view it as spam. As a result, it's better for everyone involved if you do not begin collecting e-mail addresses until you are ready to use them.

- **Involve the Entire Staff.**

A timely and relevant e-newsletter requires that everyone in the office be involved in identifying topics and content. Consider making the e-newsletter a topic of your staff meeting or finding other ways of ensuring the e-newsletter has the benefit of everyone's best thinking.

- **Use Available Tools For Managing and Tracking E-Newsletters.**

If you're using an online company to handle e-newsletter distribution, reviewing their tracking methodology and see what's available.

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