

← BACK TO BASICS



TENANT ENGAGEMENT EXPERTS
tpas

Your Guide to Email Newsletter Success

EXCLUSIVE FOR MEMBERS

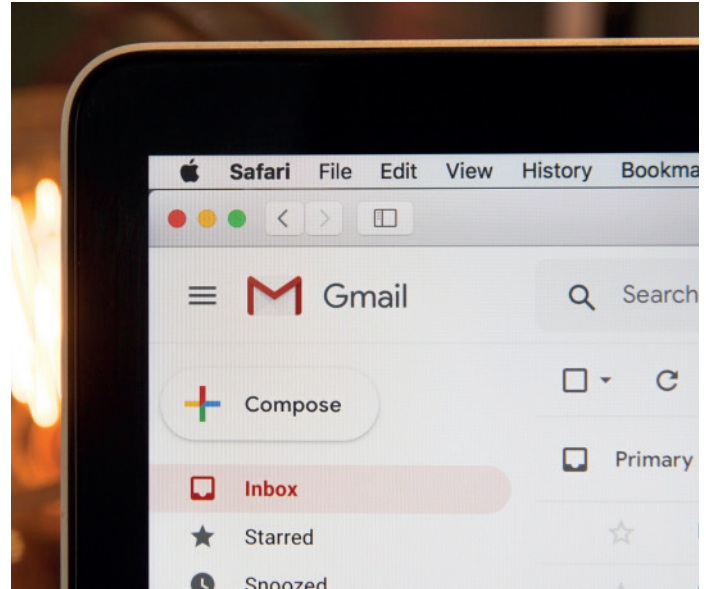


www.tpas.org.uk



Contents

- 3 Exploring the Tech on the Market
- 4 Getting Started Building an Email Newsletter
- 6 Crafting Compelling Content
- 8 10 Ways to Develop Consistency and Maximise Your Results
- 9 Measuring Success and Improving Your Newsletter
- 10 The Ultimate Newsletter Revamp Action Plan



Introduction

The Power of Email Newsletters.

Welcome to this information guide on creating an email newsletter.

In today's world, communication with tenants in social housing is critical, especially at a time when the consumer regulations are to become more stringent and there is an everbigger spotlight on tenant engagement. Email newsletters are a cost-effective and efficient way to enhance the reputation of your organisation or group, build trust and keep people informed.

Newsletters provide a direct line of communication with residents, allowing organisations to nurture relationships and drive engagement. They are an

essential tool for any organisation that wants to stay connected with its residents and keep them informed about its activities.

In this information guide, we will explore the value of email marketing and its effectiveness in creating personalised and targeted messaging. We will show you how to create an email newsletter that resonates with your audience and helps you achieve your goals. So, whether you're a social housing provider or any other type of organisation or group, this guide will equip you with the knowledge and tools to create a successful email newsletter and build stronger relationships.

Exploring the Tech on the Market

Email newsletters have been a popular marketing tool for businesses for many years. However, with the introduction of GDPR, it's important that organisations handling lots of residents' data are using email marketing platforms that are compliant with UK regulations.

Three popular platforms that organisations and groups can use to create and distribute email newsletters are **Mailchimp**, **Hubspot**, and **Campaign Monitor**.

Mailchimp is a popular platform and one that Tpas England uses to create and distribute our email newsletters. It offers a drag-and-drop editor, which makes it easy to create professional-looking emails. Mailchimp also offers a range of templates to choose from, so you don't have to start from scratch.

Hubspot is another popular platform that organisations can use to create and distribute email newsletters. It offers a range of features, including a drag-and-drop editor, automation tools, and analytics. Hubspot also offers a range of templates to choose from, which makes it easy to create professional-looking emails. It also handles social media accounts so could be a good 'all rounder solution' for you.

Finally, Campaign Monitor is a platform that is specifically designed for email marketing. It offers a range of features, including a drag-and-drop editor, automation tools, and analytics. Campaign Monitor also offers a range of templates to choose from, which makes it easy to create professional-looking emails.

When you compare platforms look for features, cost and the GDPR compliancy.

Five tips for considering which newsletter platform to use

- 1. Ease of Use:** Look for an email platform that is user-friendly and easy to navigate. The platform should allow you to create and customise your newsletter easily and provide a simple process to import and manage your email subscriber list.
- 2. Deliverability:** The email platform should have a good reputation for delivering emails to inboxes, rather than being marked as spam. Check the platform's deliverability rates and ensure that they follow best practices to ensure your emails are delivered.
- 3. Analytics:** The email platform should provide you with analytics and insights on your email campaigns. This includes information on open rates, clickthrough rates, and other engagement metrics to help you optimise your newsletter
- 4. Integration:** If you use other tools such as a CRM or a marketing automation platform, choose an email platform that integrates well with those tools. This will streamline your communication efforts and help you manage your residents data more effectively.
- 5. Cost:** Finally, consider the cost of the email platform. Look for a platform that is within your budget and offers the features you need. Some platforms offer free trials or a limited free plan, so take advantage of those to test the platform before committing to a paid plan.



Getting Started Building an Email Newsletter

When it comes to email newsletters, many people make the mistake of jumping straight into content creation without first defining the purpose and identifying the target audience.

This can lead to a lack of direction and unclear messaging, resulting in low engagement and unsubscribes. You don't want to fill your newsletter with nonsense that no one will read.

Defining the purpose of your newsletter is crucial to determine what type of content to include. Is your goal to inform, educate, or promote? Knowing this will help you tailor your content to meet your objectives and provide more value to your readers.

Try not to be tempted to create a newsletter that is too vague with audience and purpose. If you try and target 'everyone, everywhere' the content will be weak and inconsistent.

Ask yourself who are you trying to reach? What are their interests, pain points, and needs? Understanding your audience will help you create content that resonates with them and keeps them engaged.

By taking the time to define your purpose and identify your target audience, you can ensure that your email newsletter is effective and provides value to your subscribers.



Three ways to define your target audience:

- 1. Conduct a survey:** One of the best ways to determine who your target audience is to conduct a survey. Ask questions about their interests, age, gender, occupation, and other relevant information. This information can help you tailor your content to their needs.
- 2. Analyse demographics:** Look at the demographics of the community you are serving. Consider factors such as age, education, income, and occupation. This information can help you understand the needs and interests of your target audience.
- 3. Evaluate past newsletters:** Look at past newsletters to see what content was popular and what wasn't. Use this information to tailor your content to your target audience.

Ten ways to build your subscriber list:

1. Incentivise sign-ups

Offer a spot prize draw to residents who sign up for the newsletter.

2. Promote the newsletter on social media and website

Use social media platforms like Facebook and Instagram to promote the newsletter and encourage residents to sign up.

3. Collaborate with front line teams

Work with your customer service or front line teams to promote the newsletter to residents.

4. Host an event or webinar

Host an event or webinar that promotes the newsletter and encourages residents to sign up.

5. Use signage

Place signs in common areas like lobbies and elevators to promote the newsletter.

6. Leverage resident associations/groups

Reach out to resident associations and ask them to promote the newsletter to their members.

7. Make it easy to sign up

Ensure that the sign-up process is easy to understand and complete.

8. Highlight the benefits

Emphasise the benefits of subscribing to the newsletter, such as access to important updates and news.

9. Feature resident stories

Share stories of other residents who have found the newsletter useful or informative.

10. Offer exclusive content

Offer exclusive content to newsletter subscribers, such as early access to events or special offers.





Crafting Compelling Content

Having a community email newsletter is a powerful way to connect with your social housing tenants and keep them informed about events, news, and other important information.

However, it's not enough to simply send out a newsletter every month and expect it to be effective. You need to create compelling content that resonates with your subscribers and keeps them engaged. In this chapter, we'll share some insights on how to create content that will keep your subscribers coming back for more.

Timing is Everything

One of the most important things to consider when crafting your community newsletter is the timing of your emails. You want to make sure that you're sending your emails at a time when your subscribers are most likely to be checking their inboxes. For example, if your subscribers are mostly working, sending your newsletter on a weekday evening might be the most effective way to ensure they see it. On the other hand, if your subscribers are mostly stay-at-home parents or retired, sending your newsletter mid-morning or early afternoon might be more effective.

Understand Your Audience

Another key factor in creating compelling content is understanding your audience. You need to know what your subscribers care about, what they're interested in, and what motivates them. Take the

time to survey your subscribers and ask for feedback on your newsletter. This will give you invaluable insights into what's working and what's not, and help you tailor your content to their preferences.

Tailor Your Content

Once you have a good understanding of your audience, you can start tailoring your content to resonate with them. One effective strategy is to focus on topics that are of particular interest to your subscribers. For example, if you know that many of your tenants are interested in health and wellness, you might include articles on healthy eating, exercise, and stress management. You can also use personal stories and testimonials to make your content more relatable and engaging.



Five content formats that work:

Here are five different content format ideas that are designed to engage social housing tenants and drive more subscribers:

1. “Tenant Spotlight”

Feature a different tenant in each newsletter, including their photo, a brief bio, and an interview about their experiences living in your community.

2. “Community Events Calendar”

Include a calendar of upcoming events in your community, along with photos and descriptions of past events.

3. “Tips and Tricks”

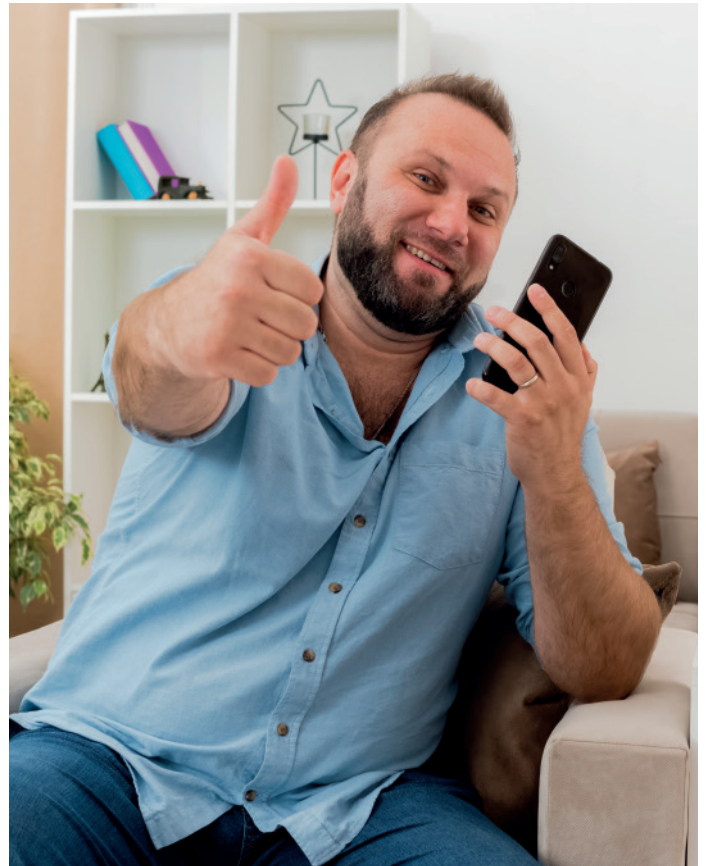
Share helpful tips and advice on a variety of topics, such as budgeting, home maintenance, and personal wellness.

4. “Behind the Scenes”

Give your subscribers a behind-the-scenes look at your community, including interviews with staff members, profiles of maintenance workers, and more.

5. “Volunteer of the Month”

Highlight a different volunteer each month, including their photo, a brief bio, and an interview about their experiences volunteering in your community.



By using these strategies and content formats, you can create a community email newsletter that your subscribers will look forward to receiving each month.

Remember to always keep your audience in mind, tailor your content to their preferences, and provide valuable information that keeps them engaged and informed.



Ten Ways to Develop Consistency and Maximise Your Results

Creating a consistent email newsletter is crucial to the success of your marketing strategy, follow these 10 ways to ensure your newsletter is always a valuable read:

1. Determine your newsletter's purpose and target audience.

This step will help you choose the right content and frequency for your newsletter.

2. Create a content calendar.

This will help you plan ahead and ensure that your newsletter is consistent and relevant.

3. Develop a content strategy.

Determine what types of content you will include in your newsletter, such as blog posts, videos, or infographics.

4. Test different sending frequencies and times.

Experiment with different days and times to find the optimal sending schedule that works best for your audience.

5. Segment your email list.

Divide your subscribers into different groups based on their interests or behaviour to create more targeted content.

6. Personalise your newsletter.

Address your subscribers by their first name and use their past behaviour to personalise the content you send.

7. Use automation to streamline the newsletter process.

Consider using tools like autoresponders, drip campaigns, and welcome series to automate your newsletter.

8. Optimise your subject lines.

A strong subject line is essential to getting your newsletter opened. Test different subject lines to see what works best for your audience.

9. Monitor your metrics.

Keep track of your open rates, click-through rates, and other metrics to see how your newsletter is performing.

10. Continuously improve.

Use the data you collect to make improvements to your newsletter and continue to refine your strategy.

By following these steps, you can create a consistent email newsletter that engages your subscribers, builds brand awareness, and drives conversions.

Measuring Success and Improving Your Newsletter

To make informed decisions regarding your newsletter, it is important to have a thorough understanding of how it is performing.

This is where data-driven decision making comes into play. Tpas England use the Mailchimp dashboard to review key metrics such as open rates and click-through rates to gain insight into the effectiveness of our newsletters.

Open rates indicate the percentage of recipients who opened your email, while clickthrough rates measure the percentage of recipients who clicked on a link within your email. By analysing these metrics, you can determine which elements of your newsletter are resonating with your audience and adjust accordingly. For example we have determined that our audience like sector news pieces and job vacancies the most.

One useful tool for experimenting with different elements is A/B testing. This involves sending two different versions of your newsletter to a small subset of your audience and comparing the results to determine which version performs better. From there, you can make adjustments to the winning version and send it to the rest of your audience. To have a go with A/B testing try sending out the same newsletter with different subject lines.

In addition to analysing metrics and experimenting with different elements, it is important to consistently gather feedback from your audience.

Here are five questions to ask yourself to ensure you are continuously improving your newsletter:

- 1. What type of content is resonating with my audience?**
- 2. Are there any topics or themes that consistently perform poorly?**
- 3. How frequently should I be sending my newsletter?**
- 4. Are there any design elements that could be improved?**
- 5. What additional content or features would my audience find valuable?**

By regularly analysing metrics, experimenting with different elements, and gathering feedback from your audience, you can ensure that your newsletter is always evolving to meet the needs and preferences of your community email subscribers



The Ultimate Newsletter Revamp Action Plan

Creating and sustaining a successful community email newsletter can be a challenging task, but with the right approach, it can be a powerful tool to engage, inform and involve the local community.

Here is a checklist of steps that can help you in creating and sustaining a successful community email newsletter targeted at residents living in the UK:

	TASK
✓	Define your target audience: It is important to know your target audience and understand their interests and needs. This will help you create content that resonates with them and encourages engagement.
✓	Set a clear goal and purpose: Clearly define the goals and purpose of the newsletter. Is it to inform, educate, or promote community events? This will help you create content that aligns with your goals and purpose.
✓	Create a content calendar: Plan and schedule your content in advance. This will help you stay organised and ensure that you deliver consistent and relevant content to your subscribers.
✓	Design a visually appealing newsletter: Design an attractive and visually appealing newsletter that is easy to read and navigate. Use images, graphics, and formatting to make your content more engaging and visually appealing.
✓	Encourage user-generated content: Encourage subscribers to share their stories, feedback, and ideas. This will help you create a sense of community and engagement.
✓	Monitor and analyse your newsletter metrics: Monitor your newsletter metrics, such as open rates, click-through rates, and subscriber engagement. Use this information to improve your content and grow your subscriber base.
✓	Promote your newsletter: Use social media, website, and other channels to promote your newsletter and encourage subscribers to share it with others. This will help you grow your subscriber base and increase engagement.

If you have questions regarding this document or if we can help in any other way, call us on **0161 868 3500** or email **info@tpas.org.uk**