

EMAIL NEWSLETTER PORTFOLIO

Educational-style newsletter

This aspect of the project aimed to develop an email newsletter campaign that produced educational content on the subjects of copywriting and digital marketing. This involved establishing an email newsletter system to use, creating an email subscription form, developing an email list, and creating email content copy. This document details the writing process used to produce these Newsletters with links to the final content on the last slide. Alternatively, if you would like to just view the Email content, please follow the links in the blog titles in the bottom right corner.



[Newsletter 1: Your Introduction to Copywriting](#)

[Newsletter 2: Level up your Copywriting with AIDA](#)

[Newsletter 3: Mastering Email Subject Lines](#)

[Newsletter 4: Developing your Social Media Marketing Strategy](#)

[Newsletter 5: The Future of SEO](#)

[Newsletter 6: Supercharge your Social Media Profiles: Proven Tips and Strategies](#)



Skills used:

- Topic research
- Developing an email list
- Email newsletter writing
- Producing educational content

BACKGROUND

Project scope & Introduction

As an aspiring copywriter, I created the brand CPYdigital from scratch as a means of showcasing my copywriting and digital marketing ability and gaining further experience in this field. The goal of this project section was to create an email newsletter that was synergistic with the content posted on the CPYdigital social media accounts. Every week, one of the topics of a social media post would be expanded upon in greater detail in a weekly newsletter. This enabled me to hone my email newsletter writing skills and share knowledge in the field of copywriting and digital marketing.

Writing Process →

● Establishing an Email newsletter

After conducting thorough research on email marketing providers, MailChimp was selected due to its analytical and design features. Once a provider had been chosen, a subscription form was created to allow traffic from social media to subscribe. The form was embedded into the website across multiple pages.

● Producing Content

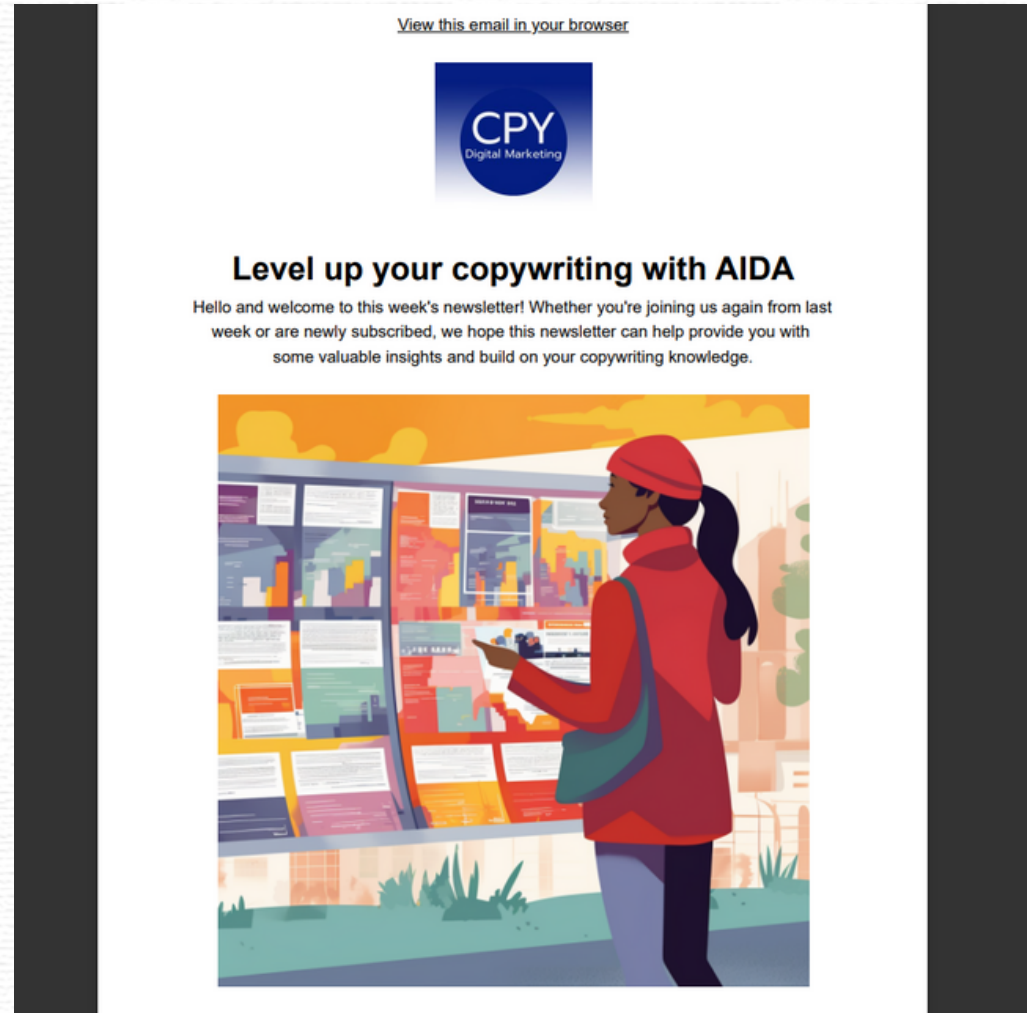
An email frequency of once per week was chosen to avoid over-emailing. The content of the newsletter copy was based on a topic posted on the social media, which therefore provided a weekly opportunity to promote the newsletter on the social media platforms, generating organic traffic. As the content was educational and starting at a complete beginner level, the tone and writing style was adjusted to suit an audience that may be inexperienced in the topics discussed. Therefore, an informal tone and simpler sentence structure were used.



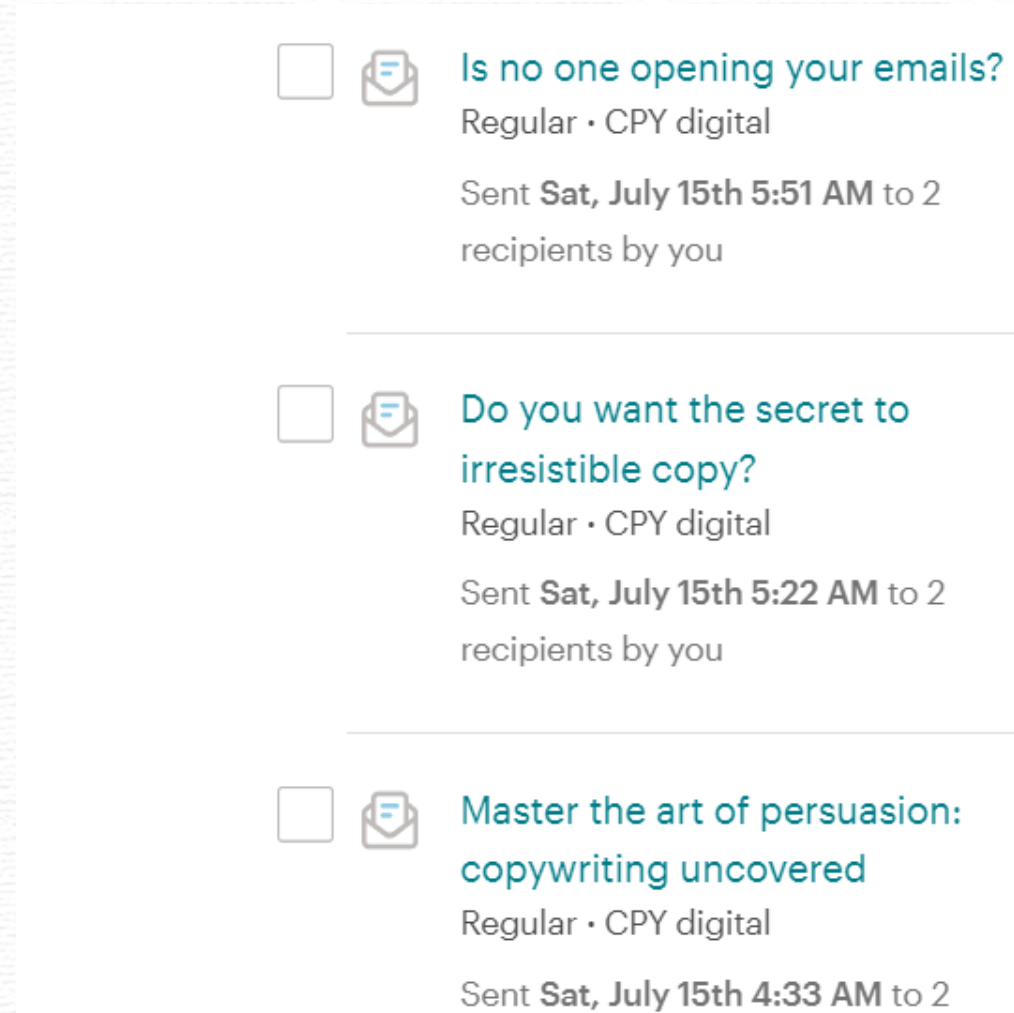
Copyright-free images were generated online and used to break up the email and improve presentation.

work breakdown →

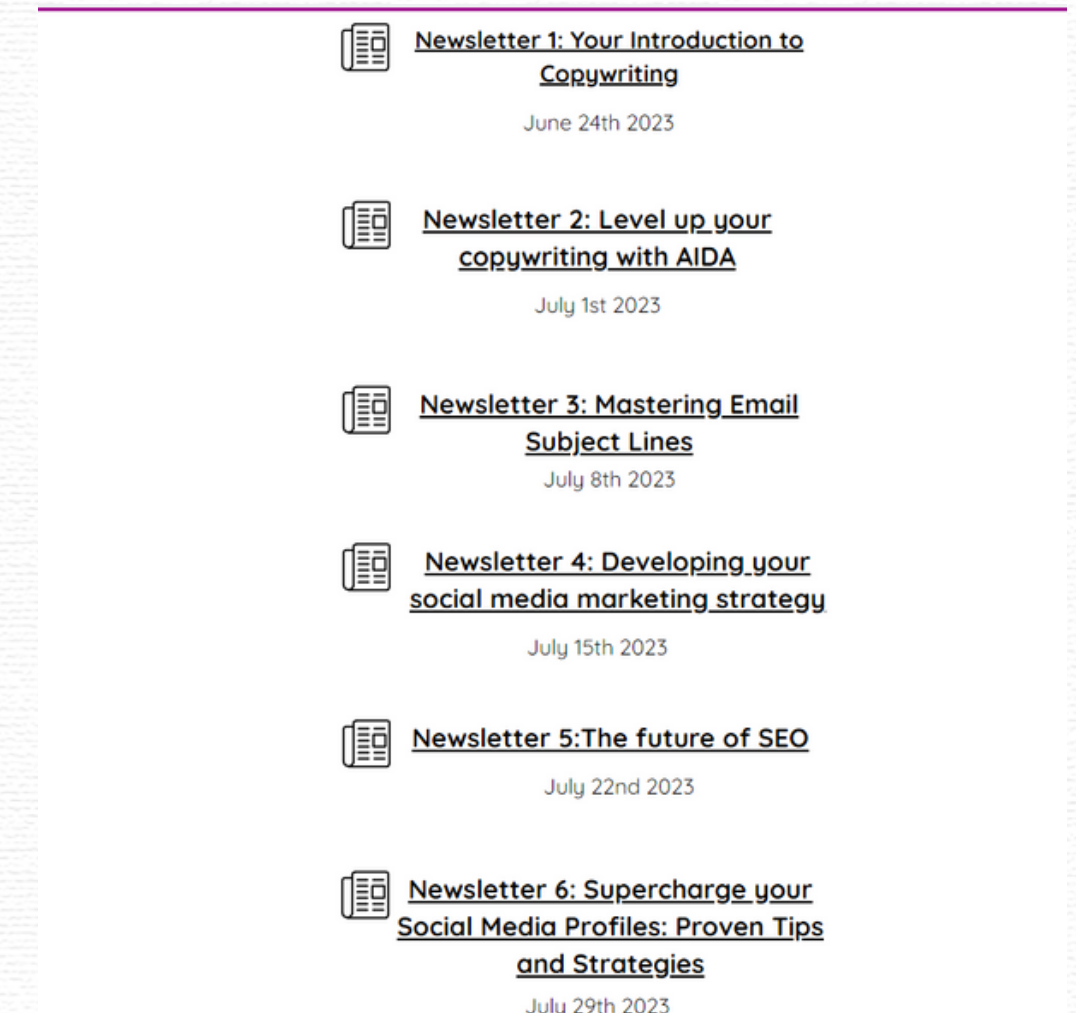




Formatting was kept basic, with one image per email. Email structure was kept easy to read, utilising white space and shorter paragraphs to keep readers interested.



Email subject lines are perhaps the most important part of the email. There was a focus on creating subject lines which were both relevant to the email contents and attention-grabbing to optimise open rate. In future projects A/B testing will be done to improve subject lines.



After release, all newsletters were published in the "newsletter archive" section of the website, which is linked below:.

[NEWSLETTER ARCHIVE](#)



CONTENT

To view the email newsletter content, click the links in the newsletter titles on the right.

E-mail Address

cpy.digitalm@gmail.com
pat.page.99@gmail.com

Official Website

[https://cpydigitalm.wixsite.co
m/cpy-digital](https://cpydigitalm.wixsite.com/cpy-digital)

Social Media

@cpydigital



Full portfolio

To view a full portfolio of my work, click the button below (ADD LINK)

Full Porfolio

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