11 ELEMENTS

OF AN EPIC EMAIL NEWSLETTER

Are you sending email newsletters? If so, it's a wise choice. Research shows 90% of consumers prefer to receive updates from a company via a newsletter, while just 10% prefer updates on social channels, according to Nielsen Norman Group.

Creating a must-read newsletter can be tricky. To stand out in a crowded inbox, make sure your newsletter has these ten epic elements:

1

MUST-CLICK SUBJECT LINE

Tease content that's inside, use humor, or ask a question to increase open rates.

2

COMPELLING PREHEADER COPY

An enticing preheader gives you another chance to stand out among the inbox noise.

3

FEATURED CONTENT

Pick one awesome piece of content to feature at the top of your newsletter.

4

EYE-CATCHING GRAPHICS

Each article needs an amazing photo, video or gif to draw subscribers in.

5

ORGANIZED LAYOUT

Use a template that displays content in blocks, similar to a newspaper.

6

MINIMAL TEXT

Provide article titles and a one-sentence description for each piece of content.

7

CLEAR CTAs

Use a colorful CTA button that stands out and directs readers to each article.

8

MINIMAL PROMOTIONS

Give subscribers 90% educational content and 10% promotional.

9

SOCIAL LINKS

Add social icons to every newsletter so subscribers can easily follow you.

10

PREFERENCE SELECTION

Let subscribers tell you what content they want by linking to a preference center.

11

UNSUBSCRIBE OPTION

In the footer, provide an unsubscribe link to let subscribers opt-out easily.

Newsletter mockup content

Two is always better than one, right? 🙌 We think so too.
The Weekly Roast
Arrosto gives you two chances to check out their latest offerings.

THE WEEKLY ROAST

Barista paradise, Arrosto, opens a second location.

Jon Andre's successful small-batch coffee venture opens downtown to serve the hustling masses.

READ ALL ABOUT IT

WHAT'S NEW THIS WEEK?

The Dough Boys share their latest creation.

Brothers, Avery and Emmett, talk about donuts and life.

READ ALL ABOUT IT

This coffee truck is more than just IG worthy.

Jacked Up Coffee goes mobile and hits the streets.

READ ALL ABOUT IT

Are you coming to our Big Town Brunch? Tickets are still available. Hurry, we sold out last year.

GET TICKETS

THE WEEKLY ROAST
2120 Avilla Plaza Road, Fillmore, CA 99009
Update Preferences | Unsubscribe