

# design to sell

Resources for making design  
your strategic marketing partner

## Newsletters and website success

### Post each issue on your website to attract new traffic and repeat visitors each month

Offer your clients and prospects a choice of e-mail formats

One of the easiest ways to build website traffic is to use each issue of your newsletter as an incentive to access your site.

The best way to do this is to create a "Resource" page on your website containing descriptions of each issue *plus* links to individual pages where visitors can read or download each issue. [see example](#)

### E-mail newsletters

Many associations and firms distribute their newsletters as e-mail messages. Although relatively easy to implement, there are disadvantages to this approach:

- *Newsletters sent as text files* are easy to prepare and create small files which can be immediately read. Text newsletters, however, fail to project a distinct and memorable image that differentiates your message from your competitor's.
- *Newsletters sent as HTML newsletters* do a better job of branding your message,

since you can format your newsletter with typefaces, type sizes, colors, and graphics.

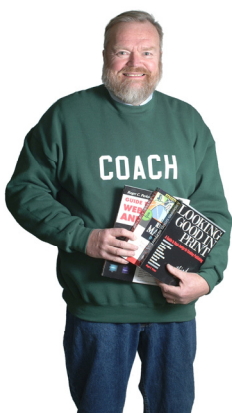
HTML files take longer than text files to open, and recipients usually have to resize the window before reading. Some recipients may also be concerned about opening HTML files.

The *biggest disadvantage of both formats*, however, is that both alternatives can be difficult to print, save, and share.

### E-mail attachments

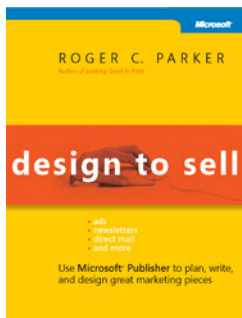
Others distribute newsletters as e-mail attachments formatted using Adobe Acrobat. Acrobat PDF files, too, suffer from several disadvantages.

- *Failure to build website traffic.* Distributing your newsletter as e-mail attachments does not offer clients and prospects reasons to revisit your website each month.
- *Obstacles to delivery.* Many e-mails containing attachments are not delivered because they trigger Spam filters or are filtered out by corporate firewalls.
- *Lack of tracking.* When you distribute newsletters as e-mail attachments, you can't easily find out if the newsletter was



Roger C. Parker has been helping firms and individuals profit from design since 1985

*Include both  
each issue's  
text plus a link  
to access the  
PDF version*



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actually opened and read, so it's difficult to find out which topics are most popular.

### 3 steps to success

Here's how to create *synergy* between newsletters, e-mail, and your website;

- *Step 1:* Format each issue of your newsletter using a page layout program, like Microsoft Publisher, (used to create this newsletter). When you finish, create an Adobe Acrobat PDF file for distribution.

- *Step 2:* Place each issue of your newsletter in *two formats* on individual pages of your website. Include the *full text* of your newsletter on the page, as well as a *link to download the PDF version*.

- *Step 3:* Send an HTML or text e-mail—depending on the recipient's preference—announcing the new issue and explaining where clients and prospects can access it. Include a *direct link* to the *specific page* of your website where each issue can be read or downloaded.

### Short term advantages

Here are some of the ways you and your market will immediately benefit:

- *Branding.* Distributing your message as a formatted PDF file sets your newsletter apart from the competition and makes it easier to read, branding your firm's image in the minds of clients and prospects.

- *Monthly website traffic.* Each month's new issue offers you a legitimate reason to contact clients and prospects via e-mail and invite them to revisit your website.

- *Promotion.* You can build your sales and profits by adding promotional messages to each of the pages offering access to new and previous issues of your newsletter.

- *Tracking.* You can easily track the popularity of each issue by analyzing total visitors to the page as well as downloads.

- *Easy access.* Clients and prospects will appreciate the ability to access each issue in the format they desire, promoting your firm's professional image.

### Long term advantages

Each issue adds to the attractiveness and “stickiness” of your website.

Each page containing a new issue of your newsletter provides a “magnet” attracting new visitors and search engine traffic. You can also use the information in each issue as a *visitor incentive* to build pay-per-click advertising response.

In addition, each issue provides a new reason for visitors to visit your site and stay longer at your site. Each newsletter is an investment in your website success.

### Getting started

Consider using a formatted monthly newsletter as a way to promote your expertise and drive website traffic.

Contact [roger@designtosellonline.com](mailto:roger@designtosellonline.com) for “how to” resources like assistance, coaching, consulting, critiques, checklists, ideas, templates, worksheets and frequent [online training](#) events. I can help you create a *profitable marketing synergy!*