

# NEWSLETTER STRATEGY WORKSHEET

## GOALS:

**Your newsletter strategy flows from your overall marketing strategy.** These are the goals typically related to email campaigns:

- Build relationships, community
- Grow your reputation, sphere of influence
- Be seen as an expert
- Share valuable info, products, services
- Increase your social media following
- Give value to your customers, prospects and colleagues on a regular basis

From that list, identify 2-3 goals that relate directly back to your marketing strategy. These will guide your thinking and planning moving forward with your email campaign. Make additional notes below.

## TARGET MARKET:

Depending on the breadth of your target market, this might be a subset of your overall market. This step is important - your newsletter campaign will be more successful if you figure this out now rather than later. **Who, specifically, do you want to talk to with your newsletter?**

## CONTENT:

Now that you know your goals and who you want to talk to, it's time to figure out what content would be valuable to them. **Value generally means *useful or interesting*** - both is even better. The trick is to pinpoint your unique content marketing opportunity. [Here is an example of how to do that](#). Start a bullet list below.