



Checklist 10 - How To Write Newsletters For Your E-commerce Store

Project Name: _____

Date: _____

Yes No

The best way to communicate with your customers is indeed by taking the help of the newsletter. A newsletter is basically a set of coupons or discounts or anything asking your customers to come to do a little sneak peek to your store and avail such wonderful offers if they want to. The newsletters are sent to the customers via email, and there are many different ways to write them. Here is a guide to help you write a newsletter for your online store:

Keep Its Size Ideal:

1

The first thing to do is to set a fixed size for your newsletter.

2

Make it of 550 to 660px and mention the important information about your store or discount that you're giving in the upper section of the newsletter.

3

This fixed width of your newsletter will prevent scroll bars from popping up and diverting the attention of your customers.

Use Photoshop:

4

Start editing your newsletter by opening the document in Photoshop app.

Notes

Checklist 10 - How To Write Newsletters For Your E-commerce Store

5
Keep its width 800px and height 1000px.

6
Give the background of the newsletter a very light shade while for the main information, use a dark color, and keep the color mode RGB in photoshop.

7
Also, allow your audience to view this newsletter in different browsers of their own choice.

Make The Header:

8
Now get started by first creating the header of your newsletter in photoshop.

9
You can pick the header of your blog and use it for making the header of your newsletter by making slight changes in it.

10
Copy the name and slogan of your blog and paste it in your newsletter template.

11
Edit it further to your choice and save the modified form.

Moving to the Main Content:

12 Under the header of your newsletter, add a rectangle of about 600px.

Notes



Checklist 10 - How To Write Newsletters For Your E-commerce Store

13

In this section, write whatever you want to about your product or anything that you want to offer, like coupons or discounts.

14

Do not forget to mention social links to let your customers share this newsletter with their friends.

15

Add another rectangle of about 250px and develop a call-to-action in it. Also, add a text saying "Share It with Friends" under the social links.

Develop The Footer:

16

Now the final step is to get done with the newsletter by creating its last part i.e., the footer.

17

Include the link to unsubscribe from the newsletter at the end of it.

18

Mention your contact details at the end of the newsletter, and now it's all ready to be sent by email to all of your customers who have subscribed to your store.

Notes