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Half a Dozen Tips to Create the Best Newsletter Design by Rajdeep Roy

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Designing a professional looking newsletter for your company is essential since it creates a great impact on the minds of your readers. The two things you should bear in mind while creating a best newsletter design are: Giving it a professional look and it should be informative enough. Remember the main purpose of a newsletter is informing your readers about latest company developments like launch of new products or services, new offers and things like that. If your readers are happy with the look and feel of your newsletter, they will be encouraged in doing business with you. A poorly designed newsletter will damage your reliability and you will also end up losing customers.

We are going to discuss about designing a newsletter that makes a mark on your subscriber base. You can hire a graphic design company having proven expertise in the field for your design needs.

1. Choose Wisely

Newsletters in HTML are becoming more popular nowadays on the internet than simple newsletters in text. It is upto you to decide which one is suited best for your business purposes. Newsletters that are designed in HTML have limited graphics, designs, layouts and hyperlinks while the simple ones neither have any links nor layouts. Simple newsletters have textual content carrying meaningful information about your company. Choose the one that is best suited for your promotional needs. If you ask me I would go for the HTML ones since mere textual information is not appealing to readers anymore.

2. Use Quality Photos

You can improve the design of your newsletter by including a good quality photo in it. Your newsletter will look messy if it represents blurred faces with drab subjects in the background. Thus, it is more important on how you to use images and photos. Use photographs that are of good quality.

3. Avoid Irrelevant Links

Do not use end number of irrelevant links in your HTML newsletter. Remember that your subscribers are not interested to know about everything that is available under the sun. Avoid making your newsletter untidy with multiple links. It should have links that is relevant to the information provided in the newsletter. Remember that readers are keener on getting exposed to useful and relevant information rather than getting confused in muddle of links.

4. Stick to Simplicity

Remember to include the following in your newsletter design:

- Highlight information with bullets only

- Write in a lucid style and be precise

- Make use of hierarchical components

- Use simple, meaningful and concise synopsis

5. Expressive Title with TOC

Write up an impressive title for your HTML newsletter with the inclusion of an easy to comprehend table of contents. Hyperlink your TOC. Use anchor text if your newsletter leads the readers to articles contained in it. Else keep your links external.

6. Create an Emotional Impact

Give a personal touch to your newsletter design. Convince your subscribers that your company is out with products that is solely meant for their benefit. Write newsletter content in a way that makes your readers respond emotionally. Build a bonding with your readers so that they maintain an enduring relationship with your brand.

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