

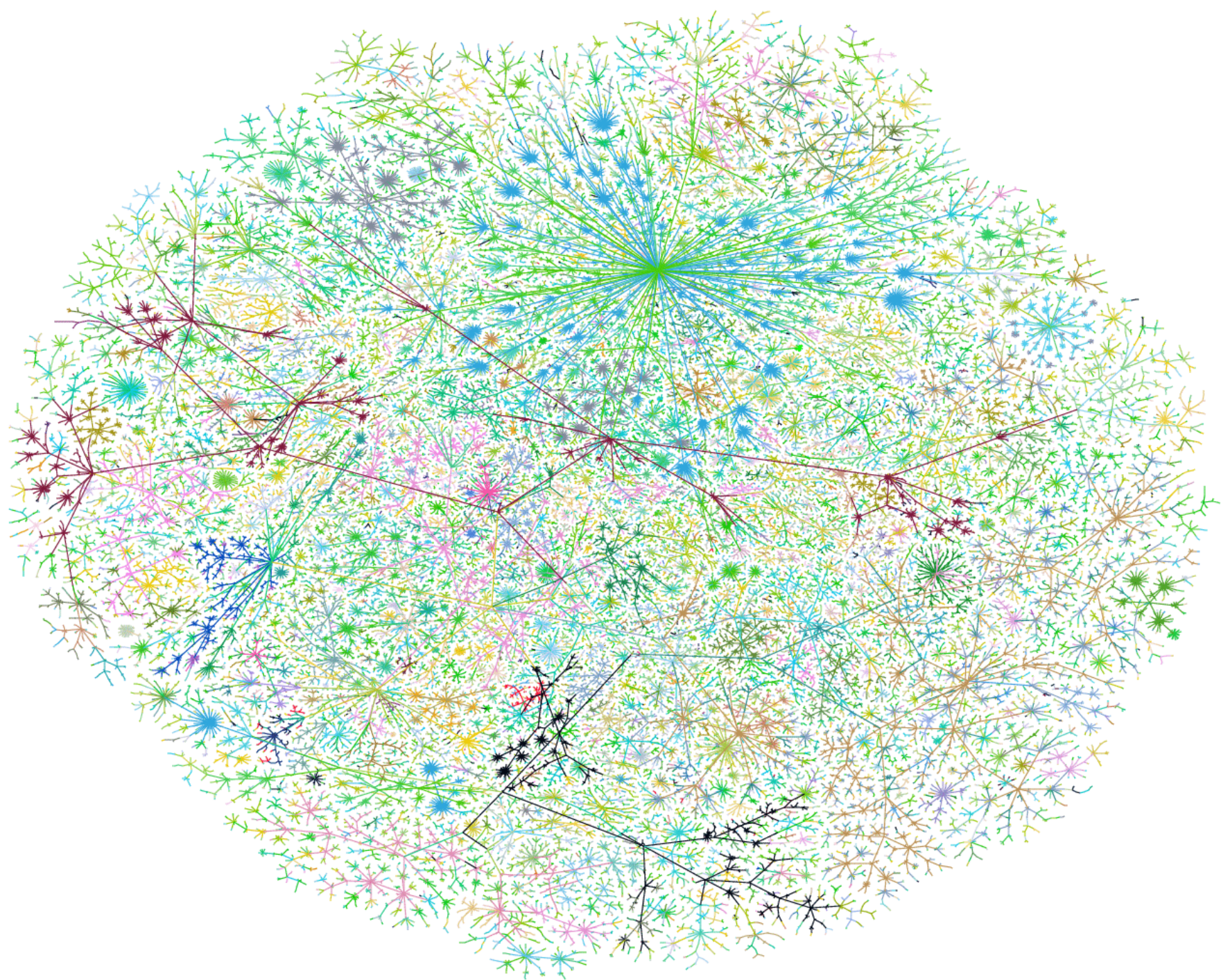
Email Newsletters

September 20, 2024

Presentation by Nicco Mele

ATTENTION.

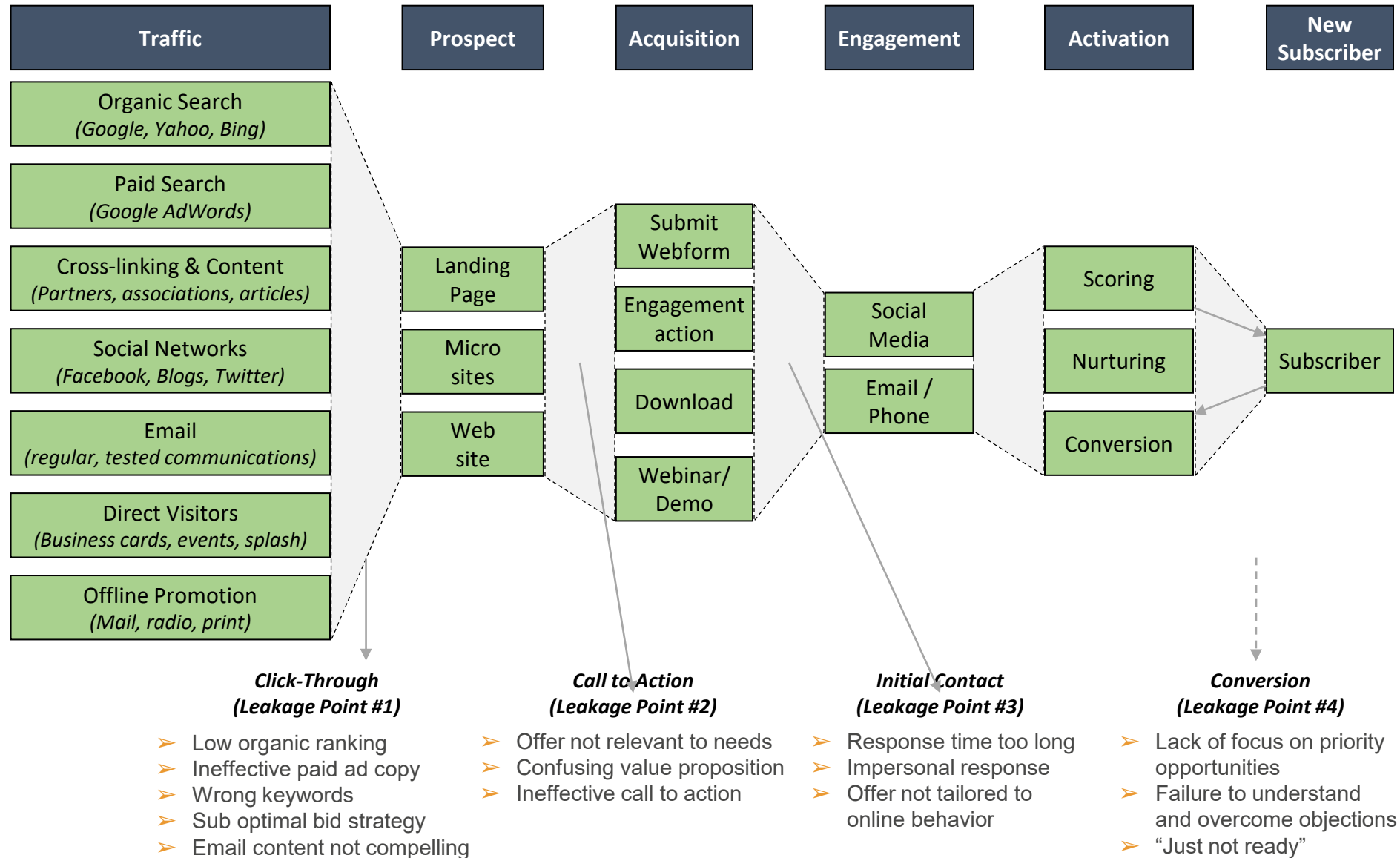
Build A Habit of News.



Email, email, email

- Start a GREAT weekly email newsletter that SERVES your audience
- Once you've got a great product, build the list.
- Once you've got a great list, run conversion campaigns.

Performance Funnel



My paper on using email editorial products to generate digital subscriptions:

<http://bit.ly/niccoemail>

MEDIA BUSINESS, NEWS BUSINESS & PRACTICE, PUBLICATIONS, TECHNOLOGY

Using Data Science Tools for Email Audience Analysis: A Research Guide

October 18, 2017



By Jacque Boltik, Data Science Consultant and Founder, Kingrail Consulting and Nicco Mele, Director, Shorenstein Center

A Report from the Shorenstein Center's Single Subject News Engagement Project

Executive Summary



newsletter guide.org

NewsletterGuide.org



newsletter guide.org

Introduction

Section 1: Why
Newsletters Matter

Section 2: Getting Started—
Choosing the Right Approach
for Your Newsletter

Section 3: Different Types
of Newsletters

Section 4:
Newsletter Workflows

Section 5: Growing Your List

Section 6: Email Monetization

Section 7: Evaluating Success—

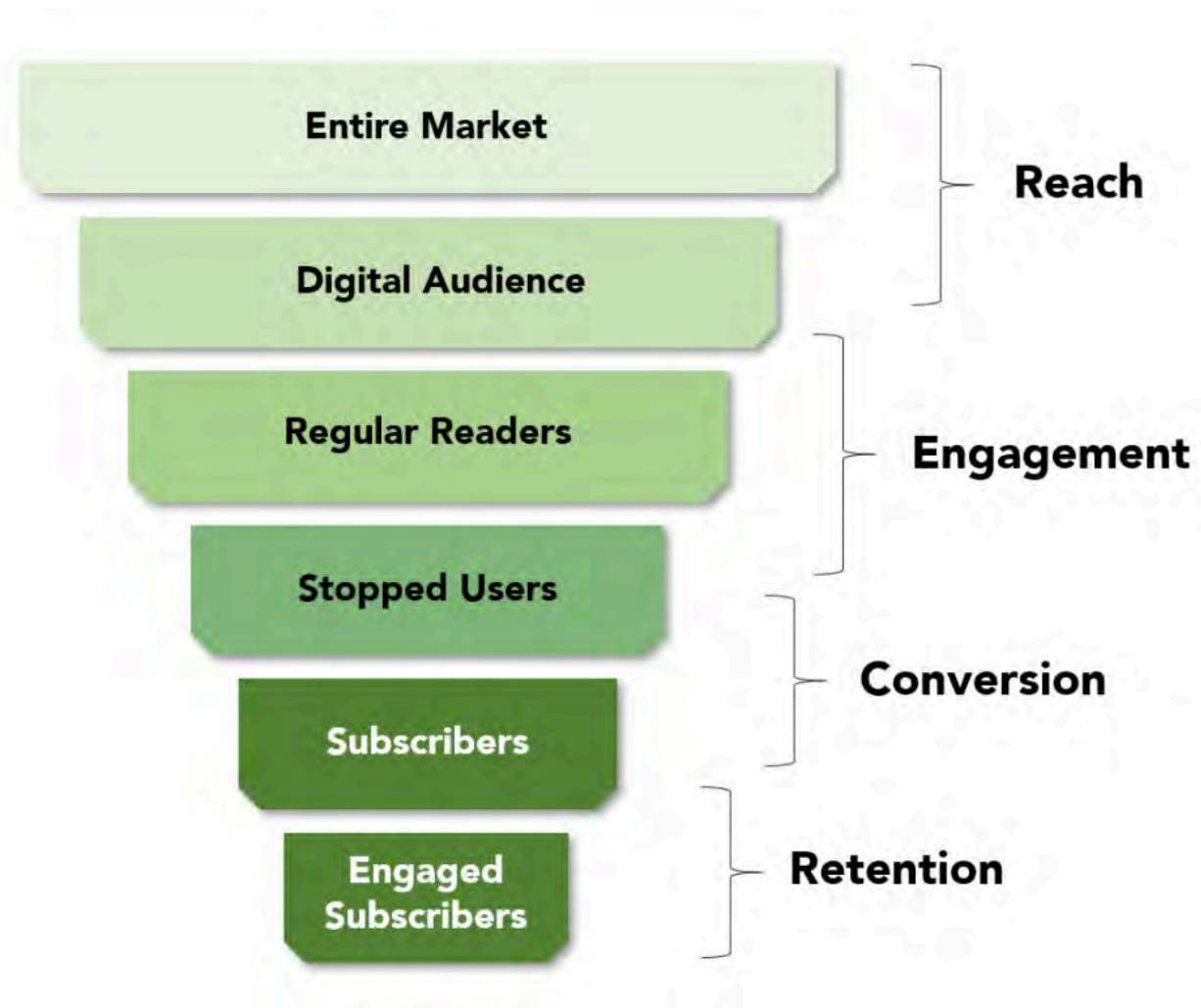
**A 201 guide for taking your
newsletters to the next level —
growing the lists, making money,
and more.**

Check out our open source newsletter templates here.

Read the guide below

How do you build a habit?

1. Know Your People
2. Serve targeted audiences with targeted content
3. Funnel occasional users to —> habitual and paying loyalists
4. Email, email, email



Thank You



Nicco Mele

nicco@nicco.org

mobile +1.646.942.7601

@nicco