

>>> **CUSTOMER WEBINAR**

HOW TO GIVE YOUR EMAIL NEWSLETTERS A FRESH NEW LOOK

Thursday, December 8th @ 10:30 AM CT



Join Stacy Johnson, product manager,
Doug Green, senior trainer, and
Sarah Falkowski, design team lead

TN TownNews

Today's agenda



01

**Best
practices**

with Stacy Johnson,
product manager

02

**Design
tips & tricks**

with Sarah Falkowski,
design team lead



03


**How to
training**

with Doug Green,
senior training

04

**Question &
answer**

ask questions at
any time



Why is email important?



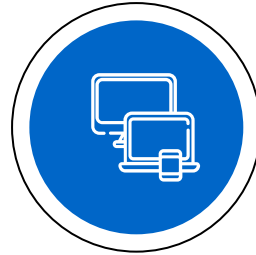
Personal

Allows you to directly connect with users



Flexible

Customizable and inexpensive options



Manageable

Simple setup and maintenance



Successful

Meet KPIs with analytics and ad opportunities

01

Best practices



For BLOX Email Reach

What should I send?

Headlines
newsletters

01

Breaking news
newsletters

02

Topic-based
newsletters

03

e-Edition and
weather newsletters

04

Best Practice: Don't limit yourself to a single newsletter –
create specialty lists!

→ **How often should I send?** ←

The best frequency
will vary by topic.

01

Use open rates and
CTR to determine if
frequency is working

02

Offer a variety of
newsletters with a
variety of
frequencies

03

Best Practice: Clearly label list signups with frequency so recipients know what to expect upon signing up.

How can I get signups?

Use NEW Newsletter
Preference Center
and User Dashboard

01

In-newsletter
one-click signup
block

02

Utility: Email Signup
Block

03

Utility: Promo
Designer Block

04

Best Practice: Use a variety of signup methods and try new positions regularly.

Email Newsletters

Convenient updates delivered to your inbox.



News Alerts

We'll send breaking news and news alerts to you as they happen

☒ AS NEEDED



Daily Headlines

The latest local and national news delivered daily at 7:30 a.m.

☐ DAILY



Archives

Dive into hometown history from the comfort of your inbox.

☐ WEEKLY



Autos

The latest car listings, automobiles news & more!

☐ WEEKLY



Business

Your weekly digest of the latest local business news.

☐ WEEKLY



College Sports

A weekly recap of all things college sports.

☐ WEEKLY



Contests & Promotions

Don't miss your chance to win BIG or hear about events.

☐ OCCASIONAL



Coronavirus Update

Stay up to date with local and national Coronavirus coverage and information

☐ DAILY

Crime & Courts

Keep up with the latest public safety news with email roundup of our local crime and courts coverage.

Enter your information to receive these newsletters

First name

Last name

Sign up

Sign Up for Breaking News

Get local Breaking News alerts sent directly to your inbox.



Enter email address

Sign up

Manage your lists

Join our newsletter

Sign up to get the **latest news, updates, and special offers** from TownNews delivered directly to your inbox.



Enter email address

SUBSCRIBE

100% relevant and spam-free!

Sign up for another newsletter

Have the latest local news delivered every afternoon so you don't miss out on updates.

Sign up

How do I monetize?

TownNews
Programmatic Ad
Program

01

Localized Ad
positions using
“Email Utility: Image”
block

02



Recommended by 

Best Practice: Make sure you have a healthy ad/content ratio. Recommended ratios are 80% content to 20% advertisement.

What should templates include?

Avoid lengthy email templates

01

Include a variety of block designs

02

Keep mobile and desktop versions in mind

03

Use a variety of subject lines

04

Best Practice: Keep your templates shorter than 3000 pixels in height to provide best deliverability.

02

Design tips & tricks



Easy ways to punch up your look, and common design mistakes to avoid



DEFAULT BLOCKS

Below you will find examples of the default Email Card news blocks. All of these blocks are inheriting properties from the page customizations and do not have any customizations applied. Use the navigation above to preview other options offered.

EMAIL CARD: BREAKING

BREAKING

Morbi eget sollicitudin est

Sed malesuada fermentum porttitor. Mauris dapibus, ante eget euismod congue, magna quam mattis purus, quis aliquam urna turpis at nunc. Eti... [Read more](#)

EMAIL CARD: SUMMARY GRID



Morbi eget sollicitudin est

Sed malesuada fermentum porttitor. Mauris dapibus, ante eget euismod congue, magna quam mattis purus, quis aliquam urna turpis at nunc. Eti...

[Read more](#)



Donec placerat molestie condimentum

Suspendisse eget nisi diam. Sed at vulputate nibh, et dignissim enim. Cras sed neque sit amet tortor dignissim hendrerit dictum ut ipsum. E...

[Read more](#)

MASONRY GRID



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EMAIL CARD: WEATHER BLOCKS

Below is a list of several different configurations available through the Email Weather block templates. This does not show all possible configurations, but rather showcases what is possible.

EMAIL: WEATHER TODAY



Today

41° 35°

Showers possible. Highs in the low 40s and lows in the mid 30s.

Humidity: 91%

Cloud Coverage: 98%

Winds: ENE at 9 mph

Chance of Rain: 44%

UV Index: 1 Low

Sunrise: 07:16:43 AM

Sunset: 04:31:38 PM

Today

Considerable cloudiness with occasional rain showers. High 41F. Winds ENE at 5 to 10 mph. Chance of rain 40%.

Tonight

Cloudy. Areas of patchy fog. Low around 35F. Winds ENE at 5 to 10 mph.

Tomorrow

Overcast. Slight chance of a rain shower. High 46F. Winds light and variable.

EMAIL: WEATHER FORECAST

DAY	PRECIP	TEMP
FRI	44%	41° 35°
SAT	17%	46° 30°
SUN	8%	40° 29°
MON	12%	44° 31°
TUE	84%	44° 38°
WED	39%	49° 29°
THU	24%	40° 27°

EMAIL: WEATHER HOURLY

TIME	TEMP	WIND	PRECIP
2 pm	41°	NE @ 9 mph	34%
3 pm	41°	NE @ 9 mph	44%
4 pm	41°	NE @ 9 mph	16%

<https://www.example.bloxcms.com/newsletter-examples>

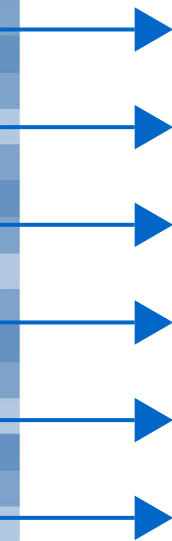
03

How to



Time to get your hands dirty

Checklist: Getting started

- 
- | | | | |
|-----------|---------------------|--|-------|
| 01 | Frequency | Different lists take different schedules | <hr/> |
| 02 | Sign ups | Vary your methods | <hr/> |
| 03 | Monetization | Programmatic and local ads | <hr/> |
| 04 | Design | Choose effective layout and design | <hr/> |
| 05 | Implement | Apply your new knowledge | <hr/> |
| 06 | Celebrate | Launch with confidence! | <hr/> |



Questions?

Stay connected...



Documentation

[Help.TownNews.com](https://help.townnews.com)



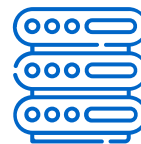
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