Template Newsletter plan

# How to use this document

Use this content to plan your newsletter strategy. Please edit as you see fit. Where you see grey text this is just suggested content to provide context - use the content to provide inspiration to fill in your own details for your project.

# When to use this document

Use this document before you start your newsletter or to refocus the strategy.

# Where to use this document

Use this document to lead discussion with your stakeholders.

# Why use this document?

When you have a plan you are more likely to succeed. When you have a newsletter plan you are more likely to engage and subsequently succeed.

# 

# Questions

Please direct any questions to daniel@getwarpit.com

# Communication project details

**13**

|  |  |
| --- | --- |
| **Project name:** | **Date:** |
| **Project lead:** | |
| **Project team:** Insert details of the implementation team | |
| **Project status;** | |
| **Key dates:** Insert relevant dates for example   * Implementation meeting * Mini Pilot * Review of mini pilot * Draft newsletter * Launch * 1st review * Further newsletter milestones eg achieve payback, first 100 members, first £100k saving etc. | |
|  | |

# Key issues around newsletter newsletter:

|  |
| --- |
| * Participation * Communication * Engagement |

# Introduction

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| Why are you producing a newsletter?   Scope This newsletter strategy concerns the implementation, roll out and ongoing behavioural change of XYZ using a newsletter as a vehicle for communications.   What is the vision of the newsletter?   Users will be engaged in a systematic newsletter campaign which is designed to gain their attention and provide value. It will communicate in a positive way with instructional, motivational and positive news about……. |

# Aims & objectives of the newsletter

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| --- |
| AimObjectives |

# Targets of the newsletter

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| --- |
| Hard Measures Open rates  Click rates Soft Measures Queries/ Complaints/ Escalated complaints  Positive feedback |

# Current situation with newsletter

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| --- |
| Baseline activity  StrengthsWeaknessesOpportunitiesThreats |

# Target audience for the newsletter

|  |  |
| --- | --- |
| Primary stakeholders · | Secondary stakeholders · |

# User profile

|  |
| --- |
| Employees: |

# Branding and messages of the newsletter

|  |  |
| --- | --- |
| **Proposition/ Main message** |  |
| **Tone of message** |  |
| **Desired response** |  |
| **Sub-message** |  |
| **Call to action** |  |

# Newsletter tone

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| --- |
| Common theme/branding |