
Let's Talk Newsletters

— Matt Campbell - Las Vegas Bloggers Meetup —
September 13, 2022

Where to Find Las Vegas Bloggers?

- **Meetup:**

- [meetup.com/Las-Vegas-Bloggers/](https://www.meetup.com/Las-Vegas-Bloggers/)

- **Website:**

- lasvegasbloggers.com

- **Facebook Group:**

- www.facebook.com/groups/lasvegasbloggersmeetup/

Meetup Goals

- **This group is for those wishing to start a blog AND those that have been blogging for years! Beginner to Experienced - we are here to share ideas.**
- **Topics**
 - **Search Engine Optimization (get higher search rankings), Keyword research, How to make money from your blog, Picture taking and images, podcasting for bloggers, How to start a blog, etc.**
- **Presentations**
 - **Attendee Introductions**
 - **Slide Show Presentation (Organizer or Guest Speaker) with discussion**
 - **Review blogs for recommendations and feedback**

Who Am I?

- **Organizer: Matt Campbell**
 - Owner of MyWeddingSongs.com
 - Started my online business in 2003
 - Website receives about 4 million annual visitors
 - Elevator pitch - I help couples, DJs, and wedding pros plan their wedding songs.

Introductions

Why create an email list?

1. **You own your audience - no one can take them from you!**
2. **Newsletters have higher conversion rates into sales than organic website visitors because they already know you.**
3. **Newsletters are a great way to connect with your audience.**
4. **You can increase traffic to your website and get returning website visitors.**
5. **Subscribers that are excited about what you offer will share it with others!**
6. **It's easy.**
7. **Start TODAY if you don't have one already! Imagine if I started from day one with 20+ million website visitors?**

Email Platforms

Basic

- MailChimp - <https://mailchimp.com/>
- Mailerlite - <https://www.mailerlite.com/>

Drip Campaigns

- ConvertKit - <https://convertkit.com/>
- Drip - <https://www.drip.com/>

Paid Email Platforms

- Substack - <https://substack.com/>
- Beehiiv - <https://www.beehiiv.com/>

Email Platforms

Compare popular platforms

<https://www.seedprod.com/best-email-newsletter-services/>

Your Newsletter in the Inbox

1. **Craft the subject like a tweet**
 - a. **Put subscriber's first name in the subject and email content to personalize email**
2. **Make the From from a real person**
3. **Maximize email preview!**
 - a. **Add preview text that will entice subscribers to open the email.**
4. **Enter reader benefits in the beginning to make them want to keep reading.**



From

Matt Campbell, My Wedding Songs • matt@myweddingsongs.com

Edit From



Subject

Musicletter: August 2020 Hot & New Songs

Preview Text: New songs by Tim McGraw, BTS, Gregory Porter, Kane Brown, LANY, Tiana Major9, Luke Bryan, and more.

Edit Subject

What should you put in the email?

- Round-up of popular or recent blog posts or videos
- New case studies or product launches
- Membership/customer deals and promotions
- New best practices or tips
- Industry news
- Recent survey results related to your industry
- Listicles (i.e. "10 Best Vacation Spots of 2020" if you work for a Travel publication)
- Photos or stories customers have shared
- Behind-the-scenes at your company, or interviews with company executives
- Monthly business recap
- FAQ (Frequently Asked Questions) and answers
- Upcoming webinars, or recordings of past webinars

How often should you send newsletters?

On average, the best frequency for newsletters are **no more than twice a week and at least once a month**. In fact, more and more consumers want to receive emails from brands.

61% of consumers want to see at least one email a week from brands they follow.

So sending out a weekly newsletter is what most audiences want.

Write an effective newsletter!

See examples of great newsletters:

<https://blog.hubspot.com/marketing/email-newsletter-examples-list>

<https://www.sendinblue.com/blog/best-email-newsletter-examples/>

<https://marketinginsidergroup.com/content-marketing/10-brands-show-us-email-marketing-done/>

My past newsletters: <https://myweddingsongs.substack.com/>

Where to offer a sign-up form?

1. **Pop-up newsletter signup form**
2. **Inline newsletter signup form**
 - a. **Embedded inside of main content**
3. **Floating BAR newsletter signup form**
4. **Floating BOX newsletter signup form**
5. **Full-page newsletter signup form**
6. **Sidebar sign-up form (shows on mobile?)**
7. **Offer a lead magnet (something your readers will want)**

Where to offer a sign-up form?

Pop-up newsletter signup form

SIGN UP FOR EMAILS

H&M FASHION NEWS

SIGN UP AND GET 20% OFF

Be first to know about the latest fashion news and get exclusive offers.

SIGN UP NOW AND GET:

- 20% off 1 item of your choice!
- Exclusive offers!
- Inspiration and styling tips!
- The latest fashion news!

Required fields are marked *.

Email: *

* Yes, I would like to receive "FASHION NEWS" and I'm 13 years old or older.

By clicking 'Subscribe' I accept the [Privacy Policy](#)

Where to offer a sign-up form?

Full-page newsletter signup form

The screenshot shows the top of the 'My Wedding Songs' website. The header includes a navigation menu with links for 'Song Ideas', 'Charts', 'Playlists', 'Blog', and 'Podcast', along with a 'Subscribe' button and a search icon. Below the header, there are two main content blocks. The left block is titled 'Exclusive VIP Song Ideas To Your Inbox' and features a sign-up form for 'My Wedding Songs' with a 'Subscribe' button. The right block is titled 'Don't play boring songs at your wedding!' and contains text describing the benefits of the newsletter, such as receiving new song suggestions, trending songs, and dance floor fillers.

My Wedding Songs

Song Ideas | Charts | Playlists | Blog | Podcast | [Subscribe](#) 🔍

Exclusive VIP Song Ideas To Your Inbox

My Wedding Songs
Get song ideas for weddings and events!

Type your email... [Subscribe](#)

#substack

Don't play boring songs at your wedding!

The MusicLetter offers more than just song suggestions for your wedding.

You will get newly released songs, trending songs, forgotten-about hits, popular songs, and more.

Subscribe today and get more than just a newsletter — get a monthly discovery of dance floor fillers and romantic love songs.

This section features a light blue background with the heading 'Not sure you want to join?'. It contains two testimonials. The first is from Brian of KDUB Entertainment, who states that he receives a lot of value from the newsletter and uses the website to create wedding playlists. The second is from Melanie S., who thanks the website for helping her plan her wedding music. A 'Read More Reviews' button is located at the bottom of the section.

Not sure you want to join?

 *I get a lot of value out of your newsletter every month. I always go to the website every time that I am putting a playlist together for a wedding. I appreciate everything that you do to help us wedding DJs out.*

Brian
KDUB Entertainment

Your emails and website were really helpful in planning my wedding music and figuring out what songs to play. Thank you!

Melanie S.

[Read More Reviews](#)

This section has a light blue background and is titled 'What is in the Newsletter?'. It includes a sub-heading 'Take a look at a past newsletter to find out what's included.' and a 'Read Past MusicLetters' button.

What is in the Newsletter?

Take a look at a past newsletter to find out what's included.

[Read Past MusicLetters](#)

Where to offer a sign-up form?

Top bar and sidebar sign-up form

The image shows a screenshot of the ProBlogger website. At the top, there is a dark orange banner with a yellow border containing a sign-up form. The form text reads "FREE Problogging tips delivered to your inbox" followed by an input field "Enter your email" and a green "Subscribe" button with a right-pointing arrow.

Below the banner is the ProBlogger logo, which consists of a stylized 'P' inside a circle followed by the word "PROBLOGGER" in a bold, sans-serif font.

A dark grey navigation bar contains the following links: HOME, BLOG, FORUM, WORKBOOKS, BOOK, JOBS, MAKE MONEY, and ARCHIVES. On the right side of this bar is a search box labeled "Search Prologger..." and a red "GO" button.

The main content area features an article titled "10 Popular Affiliate Programs for Small and Medium-sized Blogs" in a large, bold, orange font. Above the title, it says "Written on 6/29/2012 at 6:08 am by [Guest Blogger](#)". Below the title, there is a "Filed Under: [Affiliate Programs](#)" section and a "Tweet 271" button.

At the bottom of the article, there is a Facebook "Like" button showing "153 people like this. Be the first of your friends." and a line of text: "This guest post is by Charles Dearing of [WholsHostingThis.com](#)."

On the right side of the page, there is a sidebar sign-up form titled "Subscribe to the Newsletter:" in a yellow-bordered box. It includes an email input field, a green "Subscribe" button with a right-pointing arrow, and a counter showing "22978" and "via feed:". Below the form are three social media icons: RSS, Facebook, and Twitter. At the bottom of the sidebar, it says "Join Over 321000 Readers".

Get More Signups Software

- Hello Bar - <https://www.hellobar.com/>
- Mailmunch - <https://www.mailmunch.com/>
- OptinMonster - <https://optinmonster.com/>

Why would visitors want to give you their email?

- Offer a “lead magnet” (perceived high value, instant gratification, and showcases your unique selling proposition (USP))
 - Product samples
 - Training videos
 - Downloadable pdf of tips
 - Trial period
 - Offer monthly sales and/or discounts
 - Checklists
 - Webinars

Sample lead magnet

Just For You!

Grab a free copy of our “100 Greatest Wedding Songs”.

About You: *

Select

Your Email: *

Enter Your Email



I agree to receive amazing song ideas. I have read and understood My Wedding Songs' [Privacy Policy](#).

CAPTCHA

I Want It

Newsletter sign-up strategies:

What benefit will the reader get from signing up?

- Describe what they get! Why join?
- In newsletter: offer forward to a friend and sign-up links
- Invite people on social networks
- TEST, TEST, TEST

Our best tips and tricks, straight to your inbox

Sign up for our weekly newsletter and get the insights you need to learn and grow!

Sign Up

What happens after they sign-up?

1. **Double opt-in confirmation email? (I prefer not to)**
2. **Send thank you confirmation email?**
3. **Load thank you page with links to valuable content.**

Thanks For Signing Up!

Seriously, thank you for following our journey.

Now that you are a VIP, keep your eyes peeled for the next update on the last day of the month.

While You're Here...

Check out My Wedding Songs for the [Hot New Songs](#) and the [Top 100 Songs All-time](#) for wedding song ideas.

Some housekeeping...

If you can't find the newsletter, check your spam folder. And please mark this address as 'not spam.' If the newsletter isn't in your spam folder, either, you should look in the Promotions tab.

You can always see everything on the Substack website.

Thanks again, and please tell a few friends if you feel like it.

Cheers.

Matt Campbell

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Cheers,

Matt Campbell



If you ever have any questions, you can reach out to me personally and I will get back to you right away.

Matt Campbell

Founder, My Wedding Songs
matt@myweddingsongs.com

Segment your subscribers

If possible, segment your subscribers into their own categories. This helps you send a more personalized email.

- **Weddings**
 - **Wedding vendor, bride, groom... specific wedding vendors (DJs, Planners, Florists, etc.)**
- **Food**
 - **Stay-home mom/dad, working mom/dad, restaurant chef, restaurant owner**
- **Travel**
 - **Travel agents, seniors, honeymooners, DINKS (dual income no kids), family-friendly**

Keep everyone on your email list forever? NO!

- **First, send a second email 3 days after the original email to the people that do not open the original email to increase open rates.**
- **“Archive” unsubscribers and bounced email subscribers.**
- **Purge subscribers that don't open your emails! “Archive” subscribers that have not opened any of your last 5 emails that were subscribed before the 5 emails were sent.**
 - **You can choose to send a “Last Chance” email before unsubscribing.**

Any questions?

Review your website?

Facebook - @myweddingsongs

Twitter - @mywedsongs