

Newsletter Checklist

Strong and effective copywriting

- Logical structure
- Texts written in a simple style
- Verbs instead of nouns
- Bullet lists
- Short and concise headlines for structure
- Short sentences
- Call-to-actions placed sensibly to attract attention
- Stick to MEIKO terminology but use common and simple words instead of technical terms
- Use meaningful images/graphics to rise level of understanding

Sender

The company name in combination with a real contact person in the company ensure high trustworthiness and proximity.

Subject line



If the basic topic of a newsletter appears briefly and crisply in the subject line (40-50 words), the reader is immediately informed and curious about further content.

Editorial

A few short introductory sentences (max 6 lines) to prepare the readers for the following content stirring their desire to know more.

Teaser texts

Actually, the only thing worse than old and boring news is promotional emails. Make sure to report on current topics of the industry or your company, give insights into internal happenings and inform about upcoming events. Each teaser contains a link at the end of the text, behind which further information is provided. The trained eye scans a lot of information very quickly and depends on clarity and concise keywords. Very few subscribers read a newsletter from start to finish. Keywords in combination with unusually and strikingly worded sentences ensure the desired attention.

		
Choose active speech	Make your hygiene measures safer with Meiko.	Safe hygiene in times of pandemic. That can be done with Meiko.
Say it positively	Hold the bottle tight. Delivery can be realised by next week.	Don't drop the bottle. Delivery cannot be realised this week.
Make it short	Isolation rooms minimise the spread of germs or Minimizing the spread of germs	Risk of germ spread: Why isolation rooms help to minimize the spread of germs
Use figurative language	With our solutions you save time, money and make your staff smile.	Our solutions bring added value to your business.
Use sub-headlines and bullet points for structure	Pathogens look for their own way of spreading. Via • droplet infection or via • smear infection through hands or transfer to objects. How good planning helps to avoid the risk of procrastination	Pathogens look for their own way of spreading. Via droplet infection or via smear infection through hands or transfer to objects. How good planning helps to avoid the risk of procrastination