



**May 2024**

**Topic: Email Marketing**  
**Re-energising your e-Newsletter**

**Objective:** We'll focus on the art of crafting engaging e-newsletters with the support of AI, from content curation to layout design, aimed at enhancing reader engagement.

**Session 1 - Newsletter Content Strategy**

<https://chatgpt.com/c/5f19acd4-b4e6-4709-a63d-d25a560e1b9d>

**Prompt:** "Please generate a three-month content plan for an e-newsletter aimed at [target audience]. Include themes for each month that resonate with current trends in [industry]."

**Key Elements to Include:**

- A clear theme for each month
- Ideas for main articles, regular features, and special sections
- Suggestions on how to incorporate user-generated content or customer feedback



- Strategies for segmenting content to target different audience subgroups effectively

**Prompt:** Thank you. Could you please turn this e-newsletter plan into a chart? Ensure to include suggested distribution dates. The first one is to be sent out in May.



## Session 2 - Improving open rate

**Prompt:** Thank you. Pretend you're an expert conversion copywriter. Here's the finalised outline of the first month's e-newsletter. What are 5 compelling subject lines? I want to make them intriguing to encourage clicks, without being click bait. For every suggestion, ensure it's phrased as a question, includes a gap for the first name of the recipient, and has preview text. Ensure you use our brand voice.

Example -

1 "Curious about AI, [First Name]? Let's Demystify its Magic Together!"

Preview Text: Explore how AI can transform your small business in our latest newsletter!

2. "Wondering How AI Can Boost Your Bottom Line, [First Name]? Dive into Practical Applications Now!"

Preview Text: Discover real-world examples of AI in action for small businesses.



3. "Are You Ready to Level Up Your Business with AI Tools, [First Name]? Let's Find Your Perfect Fit!"

Preview Text: Explore the latest AI solutions tailored for small businesses.

4. "Excited to Stay Ahead of the Curve, [First Name]? Catch Up on the Latest AI Trends in Our Roundup!"

Preview Text: Stay informed with the latest AI news relevant to your small business.

5. "Seeking Expert Advice on AI Integration, [First Name]? Ask Your Burning Questions Here!"

Preview Text: Get expert insights on integrating AI into your small business operations.



## Session 3 - Crafting the content

For any sections requiring content creation -

**Prompt:** Thank you. Let's start with the first month. Could you please write an outline for <article, feature, special section>? Here are some resources for you to refer to <copy/paste or provide a link>

For any sections requiring additional work from you -

**Prompt:** Thank you. For the <insert> section, could you please advise what you need from me to effectively draft this content?



## Club VIP Notes