



WebbTips for better email campaigns

12 Ideas for Fabulous Email Content

Drawing a blank on what to say in your next email campaign? Here are a dozen ideas to help get you started with content that goes beyond ordinary newsletters and promotions. Take 'em and make 'em your own – happy sending!

- 1 Recap five things you learned at the last event you & your team attended.
- 2 Showcase the latest work, news and awards from your company.
- 3 Compile news from your industry, and add your brief take on it.
- 4 Record a video interview highlighting an employee's expertise or style.
- 5 Feature the charitable groups your organization works with.
- 6 Take content from online seminars and turn it into an email.
- 7 Share three things folks might not know about your product or company.
- 8 Collect and share your employees' favorite sites, products or articles.
- 9 Create a how-to series of videos or articles in your field of expertise.
- 10 Tell a particularly compelling story from your organization's early history.
- 11 Ask a customer the three things they like best about your work, service or product.
- 12 Summarize articles from your blog, fan boards or anywhere else you've got content.

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