

Six Tips for Successful E-zine Publishing

E-zines are just good tools! They don't have to be long or even extravagant to be effective. An e-zine is just smart promotion if you spend a lot of time online.



E-zines (primarily electronic newsletters and magazines) are a very powerful way to build your credibility and reputation with a particular audience. When produced and sent on a regular basis, this tool can build customer and client relations by creating awareness and establishing comfort in your readership. It has been proven that consistent communication with your audience is very effective. But before you decide to make an e-zine a part of your overall marketing plan, consider these tips:

Don't overdo it with promotion.

Even though e-zines can be a great promotion tool, your primary goal should be to provide information. Too much self-promotion can turn off your readers.

Target your audience.

Chances are you already have a mailing list established and your target audience defined. Your e-zine content should speak to your customer or client. This usually is not a problem if you have a specialized market. However, if you offer a more generalized product or service, you may have to dig a little deeper to uncover the interests of your readers.

Create a sense of style.

It may take a few iterations before you are comfortable with a set design and writing style. Ultimately, you will

need to settle on a distinctive format. This will provide comfort and consistency for your readers.

Set a routine publication schedule.

Since comfort and consistency are the two key elements in building relations with your readers, you will also want to establish a consistent publication schedule. You, your business, and your readers will dictate how often to send out issues (whether weekly, monthly or bimonthly). The goal is consistency.

Provide links of interest.

Your e-zine should work as an information tool that is rich in content. A quick and easy way to offer useful information is to provide links to other related sites. Instead of writing all of the content yourself, simply write a captivating headline or paragraph and then refer (i.e., link) to another source. This is particularly helpful with product reviews.

Have an archive.

If you offer a content-rich e-zine, your readers will want access to past issues. Create an archive of back issues, and have a link to your archive pages throughout your site.

E-zines don't have to be long or even extravagant to be effective. If you spend a lot of time online or you run a web-based business, an e-zine is just smart promotion. The primary benefits of having a regularly published e-zine are:

- They help you keep in touch with your readership, which build relations.
- Because of the frequency and familiarity, they build trust and comfort.
- They help to build your credibility.

The bottom line: E-zines are just good tools!



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Donna M. Murphy is an editorial specialist, a veteran writer and a published author who has written, edited, and designed extensive collateral and key solutions products for print and the web. Training manuals, operating procedures, business documents and content quality assurance encompass a large portion of her assignments. Donna is the creative force behind Summit Publication Design, LLC, and has specialized in content organization, quality assurance and publication design since 1997. Visit Donna's website at <http://www.summitpubdesign.com> for information on her comprehensive services, helpful resources, more articles like this one, and strategies to help you improve the quality and effectiveness of your publications.

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