

NEWSLETTERS CHECKLIST

Getting organised and working to a plan will ensure that your newsletters are created in a logical manner. You need to make decisions about everything from frequency of production right through to balance of content. It is always wise to remember that less can be more so rather than spending hours trying to fill up pages of space, consider reducing the pages and making your newsletter more dynamic.

Frequency

How often will you communicate with your customers? Monthly may be too often but twice a year won't be effective. Consider direct offers in between newsletters if you choose a quarterly option. Work out costs based on the size of your database against the proposed frequency.

- Monthly \$ _____
- Bi-Monthly \$ _____
- Quarterly \$ _____
- 3-Times Year \$ _____
- Twice a Year \$ _____
- Annually \$ _____

Resources

Who will write the newsletter copy and design the offers? Most people underestimate the amount of time required to source and write copy and many lack the skills or confidence to write effectively. Consider outsourcing.

- In house Responsibility: _____
Time Required: _____
Labour Cost: _____
- External Supplier: _____
Cost Estimate: _____

Format

What paper size and layout will you use? A common format is A4, often four pages with an order form inserted, then folded to DL for posting. Consider in the context of your brand image and cost implications.

- A4
- A5
- DL
- Other

Layout

Knowing where and in what order to put text, pictures, general information, order form, tasting notes, etc. – can be a daunting task. Do you or your staff have the skills and time?

- In house Responsibility: _____
Time Required: _____
Labour Cost: _____
- External Supplier: _____
Cost Estimate: _____

Production

Do you have desktop publishing facilities? Many software programs include desktop publishing, however some are not readily compatible with commercial printers requirements. Investment in suitable software can be expensive and require specialist knowledge.

- In house Responsibility: _____
 Time Required: _____
 Labour Cost: _____
- External Supplier: _____
 Cost Estimate: _____

Printing

Will you require full colour printing? The cost difference between single and full colour is significant, as is the decision between standard white matt paper and gloss. If you're including photographs, then full colour printing may be necessary, but perhaps the order form can be one colour to offset costs. Again, how does your decision reflect your brand image?

- Print Colouring Cost Estimate: _____
- Full Colour
- 3, 2 or 1 Colour
- Spot Colour
- Black and White
- Special Finishes
- Other

- Paper Stock Cost Estimate: _____
- Gloss
- Matt
- Colour/White
- Weight
- Other

Distribution

Will you stuff envelopes and attach address labels yourself? Unless you've got plenty of spare time on your hands, or your database is very small, consider utilising the very cost-effective services of a mail house.

- Envelopes Size: _____ \$ _____
- Plastic Outer Size: _____ \$ _____
- In house Responsibility: _____
 Time Required: _____
 Labour Cost: _____
- External Supplier: _____
 Cost Estimate: _____

CONTENT SELECTION

Your newsletter is a long, ongoing advertisement for your brand, a selling tool, a communication tool and a relationship builder. Therefore your content has to reflect its purpose. Consider the following ideas for inclusion, delivered engagingly according to the “*What’s in it for me*” guidelines.

General Knowledge Builders

- Regional Differentiation – The attributes of your GI and how your wines reflect them
- Health Information – The benefits of moderate wine consumption on health
- Labelling – How to read a wine label effectively
- Cellaring – Tips on how to cellar wine
- Consuming – How glassware and decanting affects wine appreciation
- Food Matching – Basics on pairing wine with food
- Winemaking – Detail on producing particular wines or “A day in the life of a winemaker”
- Viticulture – Detail on growing particular varieties or “A day in the life of a vigneron”
- Regional Tourism Information – Promote what’s special and encourage visitation; local food and wine trail, etc.
- Wine Appreciation – Style tips, serving temperatures, etc

Stories

- Local or family history/ anecdote
- Profiles of restaurants serving your wine
- Profiles of owners, winemakers, staff, customers, pets, children
- Topical industry information reflecting your views
- Book reviews
- Great places to drink your wine
- Articles by third parties

Regular Features

- Calendar of Events (local, general, exhibitions, in-store tastings, etc)
- Recipe featuring your wine matched to the dish (contributed by you, a chef, a restaurant)
- New releases
- Cellaring times for your wines
- Vintage information
- Media reviews
- Retail distributors
- Order form/ information/ price list
- Tasting notes
- Further references, website links
- Contact information
- Directions to locate winery
- Article by outside party – media or industry commentator

Offers

- Special offers/ end of vintage
- Merchandise
- Pre-release wines
- Tickets to events
- Seasonal/ festive mixed dozens
- Museum releases
- Gift vouchers
- Joint promotions with local suppliers (accommodation, food producer, restaurant, etc)

EMAIL CHECKLIST

Communicating by email is a relatively new phenomenon and many people are wary that their information may be considered 'junk mail' and not taken seriously. Careful construction and considerate distribution of emails can alleviate this concern and enable you to build a business-enhancing communication medium that reinforces your brand and extends your customer relationships.

Consider the following elements when designing your email communication program:

- Develop a program of offers and information
- Create a plan for email communication – what goes when, to whom and how often
- Establish an email database with mail merge facility
- Personalise the email with the customer's preferred salutation
- Include an accurate subject line that identifies the content
- Create a branded html template in which to construct your text
- Use a font that is easy to read
- Vary font sizes and colours (but don't create a rainbow)
- You have five seconds to engage the reader – how compelling is your opening?
- Employ the A, I, D, A principles (Refer to Overview section for explanation)
- Keep content short and succinct – customers won't be inclined to scroll far
- Advise the presence of an attachment and its contents
- Convert attachments to PDF files to reduce file size and reduce the possibility of tampering
- Unless it's essential, don't include images in the email body; keep them small if you must include them
- Don't try to include too much – say less more often
- Build on the relationship you've previously established, possibly by referring to previous communication (e.g. How did you enjoy the 2003 Shiraz?)
- Always provide an option to unsubscribe
- Provide contact details including telephone, contact name, direct email address and hyperlink to your website
- Ensure your emails are being received at low traffic times (don't have them arriving first thing in the morning when inboxes are overflowing)
- Ask your recipients to place your email address in their contact list (this will ensure standard program filters don't relegate your email to the junk folder)