

# the anatomy of a **EMAIL** **DATA-DRIVEN NEWSLETTER**

Association members - especially the **digital-first** millennial and Gen Z members - aren't just wanting an individualized digital experience. They've been conditioned to **expect it**. Don't forget about the organization's email newsletters when implementing data-driven marketing initiatives.

## subject lines

Personalize subject lines using subscriber names or interests.  
*i.e. A run-down of the latest **INTEREST** news.*

## masthead

Change the newsletter masthead according to a sub-section of the association a subscriber belongs to (i.e. young professionals), region, or flagged interests.

## interest-based content

Display content, or content sections, based on subscriber-selected interests.

*Tip: Place interests on your newsletter's subscription form. Or, allow subscribers to "update profile" through links on your newsletter.*

## data-driven house ads

Provide house ads that are relevant to subscribers.

*i.e. Place a banner promoting an upcoming tradeshow for all subscribers that haven't registered yet. Those that have registered will see a different ad, perhaps promoting the keynote address or exhibitor hours.*

## website links

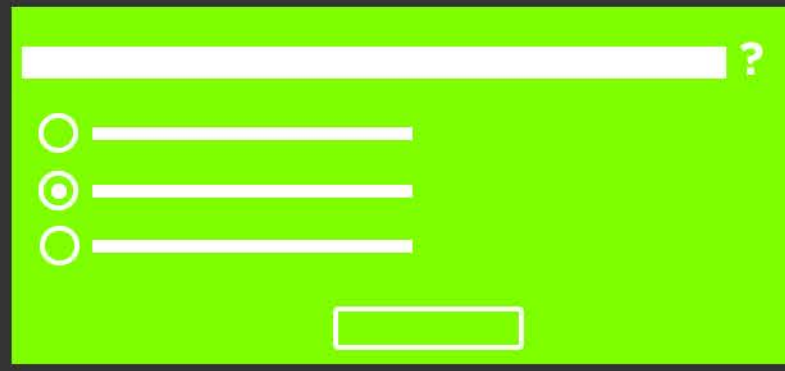
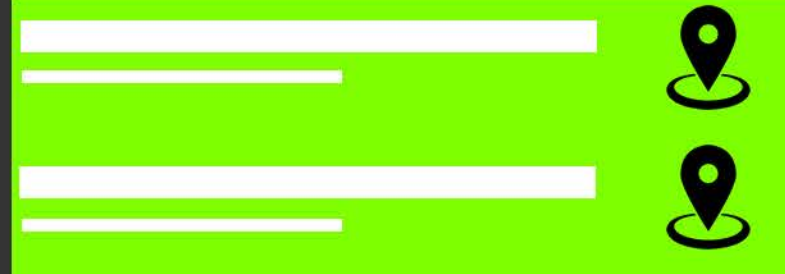
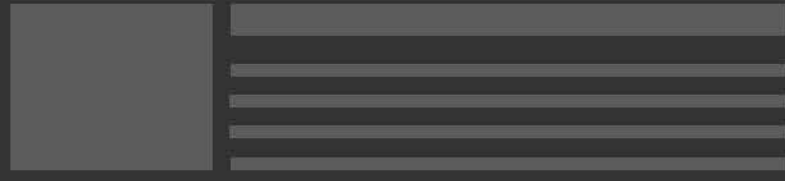
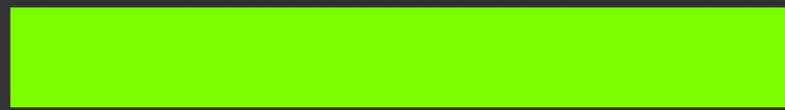
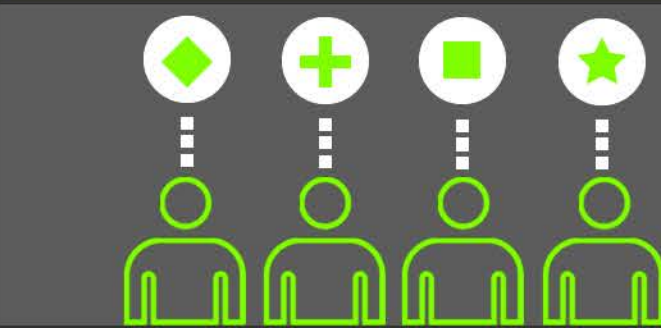
Provide links specific to the subscriber.

*i.e. For non-members, place a link to join the association online or to a member benefits section of the organization's website.*

### A personalized newsletter, curated for John Doe.

To: [Redacted]  
From: [Redacted]

Your membership expires on 6/30/21. Renew online here.



## membership info

Include important membership information, specific to each subscriber.

*i.e. renewal notices, member number, registration deadlines.*

## images

Customize images based on subscribers' interests or sub-section of the association they belong to.

*i.e. Use images of young professionals IF the subscriber is a member of an association's young professional group.*

## advertisements

Allow advertisers to display ads based on a subscriber's region, interest or past purchases. Your advertisers could also run an A/B test, allowing click data to determine a "winner" for future deployments.

## regional events

Display events that are taking place in a subscriber's region with a strong CTA to register.

## interest-based polls

Flag a subscriber's involvement in committees, or volunteer opportunities, or sub-sections of the association and post a poll specific to their interests.

## social media groups

Include links to association social media groups subscribers have joined.



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Looking to transform your existing member newsletter into a dynamic, data-driven newsletter your subscribers will be excited to open? **Schedule a demo today!**

*we can help.*

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