



# Newsletters

PepperStorm Media provides Newsletter Creation & Scheduling for a wide variety of clients across many different industries.

Newsletters are a fantastic way to communicate with your audience, whether it's re-engaging with existing customers, welcoming new subscribers or conveying information to anyone interested in your brand.

Sending a regular newsletter is something that all businesses should do, yet many don't have the time or staff to allocate towards this important task; that's why PepperStorm offers Newsletter Creation & Scheduling as part of our Social and Content packages.

The details of our services are outlined below; if you'd like us to tailor a bespoke package to suit your requirements, please get in touch at [david@pepperstormmedia.com](mailto:david@pepperstormmedia.com).

**David Harfield**

**CEO**

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## Content

The content of your newsletters will depend on your goal; they can inform your readership with news about your business, announce any current/upcoming offers, promote recent articles on your blog - or a mixture of all three.

We can even create newsletters aimed at promoting individual events, deals and updates on an ad hoc basis alongside your regular mail-outs.

## Account Manager

Included in the cost of any ongoing monthly package is an Account Manager who will be your point of contact regarding the creation of newsletters and accompanying blog content.

They can decide on themes you'd like to target for each month and tailor blog articles around what you want to promote in the newsletters so that anyone opening the email will be directed to your site.

## Content Creation

PSM's editorial team will work with you in order to capture your brand voice, creating draft templates for you to approve before sending.

We usually recommend creating a theme for each newsletter which will feature 2-3 related articles from your blog; this is an excellent way to direct readers to your website, where they can make a purchase and/or share your content.



## Scheduling

The Account Manager will assess your audience's location and open-rate data to establish the optimal time and day on which to send your newsletter.

## Design

PSM can create a newsletter template with your graphics and images, send it to you for approval and then use this moving forward; or we can simply continue using an established newsletter template that you've already created.

## Platforms

The best platform for your business will depend on the industry you're in and what you want to achieve with the newsletters.

PSM can work with any newsletter mail-out platform, the most popular being Mad Mimi, Mailchimp and Active Campaign; we can also use bespoke, industry-specific newsletter services if you'd prefer.

For the majority of businesses we recommend [Mad Mimi](#), as it is cheaper and more intuitive than many of its counterparts. It also has several beneficial features such as a 'second send' option that targets people who haven't opened the first email and sends them the same email but with a different title.



## Additional Services

PSM also offers several other services that can work in unison with Newsletters, the most popular being Content Creation & Blog Management and Social Media Management.

### Content Creation & Blog Management

PSM offers Content Creation & Blog Management services in which our writers create SEO-charged content based around relevant topics each month and our editor proofs, uploads and schedules the posts on your blog.

Blog articles and newsletters go hand in hand; if we write a newsletter about a particular theme that includes links to several of your related blog posts, this will increase the conversion rate of readers clicking through to the site.

### Social

Our Social Management can cover any social media platform and involves content creation, scheduling, community management, ad management and promotion. It's very likely that your customers will want to check out and engage with your brand on social, so having a quality, regularly maintained social presence is essential to good user experience.

Social and newsletter promotion gives you a great excuse to contact your customers on a regular basis with new and engaging articles to attract readers to your website - this is when regular blog content is very useful as you'll always have something new to talk about.

*Learn more about our [Content Creation & Blog Management](#) and [Social Media Management](#) services.*



## Testimonials

*"We love working with PepperStorm. Initially the agency was hired for proofreading various texts and then we then broadened our cooperation with social media management, blog article creation as well as composition and dispatch of regular newsletters. PSM always delivers on time, is very organised and on top of things - they always goes the extra mile." - Charlotte Crämer, CRM & Marketing Manager, [BCA-clinic](#)*

*"We've worked with PepperStorm for the last few years and they've delivered excellent, relevant content to the MMJ blog, created regular newsletters for our mailing list and taken our social accounts to the next level. Highly recommend." - Faisal Ansari, CEO, [MMJRecs](#)*

*"PepperStorm Media has never failed to impress. During the time we have worked together PSM have managed to grow our social media followers on a constant basis, they produce fantastic and well-researched SEO blog articles as well as newsletters and most importantly they are fun and wonderful people to work with. I can highly recommend David and his team to anyone who is looking for a great media agency who care about their clients and help them get to the next level!" - Fritzi Nicolaus, Managing Director, [Make Well](#)*

## Pricing & Next Steps

Every business that we work with is unique, which is why we tailor our services and pricing to suit each individual client.

To learn more about costs, deliverables and timelines, please get in touch at [david@pepperstormmedia.com](mailto:david@pepperstormmedia.com).