

32 Email Newsletter Ideas

Company-Centric Ideas:

1. Recent awards, certifications, licenses acquired
2. New additions to your services or products
3. Milestones, anniversaries, goals achieved
4. Highlight the employee of the month
5. Promote recent videos
6. A personal note from the owner/CEO/Customer Care Manager
7. New product reveals
8. Customer thank you for years of support/anniversaries/etc.
9. Customer testimonials
10. Advice/instructions on how to maintain/service your products
11. Promote your mobile app
12. Survey or polls to learn about your customers
13. Inside information/insights about company leadership team
14. Highlight positive newspaper/online articles about your company
15. Jobs you're hiring for
16. Company history
17. Charitable support/contributions
18. Promote your social channels

Customer-Centric Ideas:

1. Customer events
2. New office space/building
3. How-to
4. Tips to help customers get more out of you products/services
5. Sales, discounts or coupons
6. Case study about how customers benefit from your products/services
7. Top 5/10/15 list of things your customers need to know
8. Calendar of future events/deadlines
9. Inspirational stories/quotes/photos
10. Share an educational infographic
11. Recommendations for how customers can leverage your products and services
12. Questions and answers/FAQ
13. Photos taken by customers
14. Your customer loyalty program/exclusive benefits

Don't forget to edit/re-purpose your blog posts, YouTube videos, LinkedIn articles, and Facebook posts as email newsletter content.