

Editorial Management Guidelines for Online Publishers

Email Newsletters, Special
Reports, Blog Posts and Beyond

Don Nicholas
Peter A. Schaible

Mequoda Team

Don Nicholas
Managing Partner

Kim Mateus
Senior Partner

Aimee Graeber
Senior Partner

Laura Pittman
Senior Partner

Amanda MacArthur
Editor & Publisher

Michael Phillips
Senior Information Architect

Roxanne O'Connell
Senior Usability Analyst
Editor-At-Large

Gail Odeneal
Senior Editor

Terri Edmonston
Information Architect
Senior Editor

Lowell Allen
Senior Information Architect

Peter A. Schaible
Senior Copywriter
Editor-At-Large

Julie Ottomano
Consulting Services Manager

Jeanne S. Jennings
Contributing Editor

Jack Edmonston
Executive Editor

Jane E. Zarem
Senior Editor

Robert W. Bly
Copywriter
Contributing Editor

John Clausen
Copywriter
Contributing Editor

Peter J. Fogel
Copywriter
Contributing Editor

Laura Logan
Copywriter

Larry Kerstein
Usability Analyst
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Dark Intelligence Group

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Real Simple

Charlie Spahr
American Ceramics Society

Bryan Welch
Ogden Publications

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Contact Information

Mequoda Group, LLC

Customer Service

(866) 713-1005

530 Wood Street Unit B

Bristol, RI 02809

Introduction

This report is designed for an elite group of media professionals who are working on the cutting edge of 21st century online publishing proficiency — Mequoda Online Publishing & Marketing System copywriters, editors and publishers.

Congratulations on your decision to embrace the Mequoda System for marketing your book, magazine, newsletter, events and or other premium information products.

If you're brand new to the Mequoda Online Publishing & Marketing System, this is an opportunity to distinguish yourself.

If you're an experienced copywriter and editor, we hope this orientation will encourage you and inspire you to be a better Mequoda System Professional.

You will find here all the fundamental resources you need to manage your Mequoda Online Publishing & Marketing System successfully — both for profit and for rewards that go beyond the monetary.

The Mequoda System is not an abstract theory. It is, in fact, a very concrete methodology for publishing editorial content online on numerous platforms.

The information that follows was acquired over years of research into the best practices of online publishers and authors.

Every Mequoda Publishing System has four distinguishing characteristics that may require you to master additional skills.

Content-Driven — You will publish content via a periodical website and an email newsletter on a regular frequency.

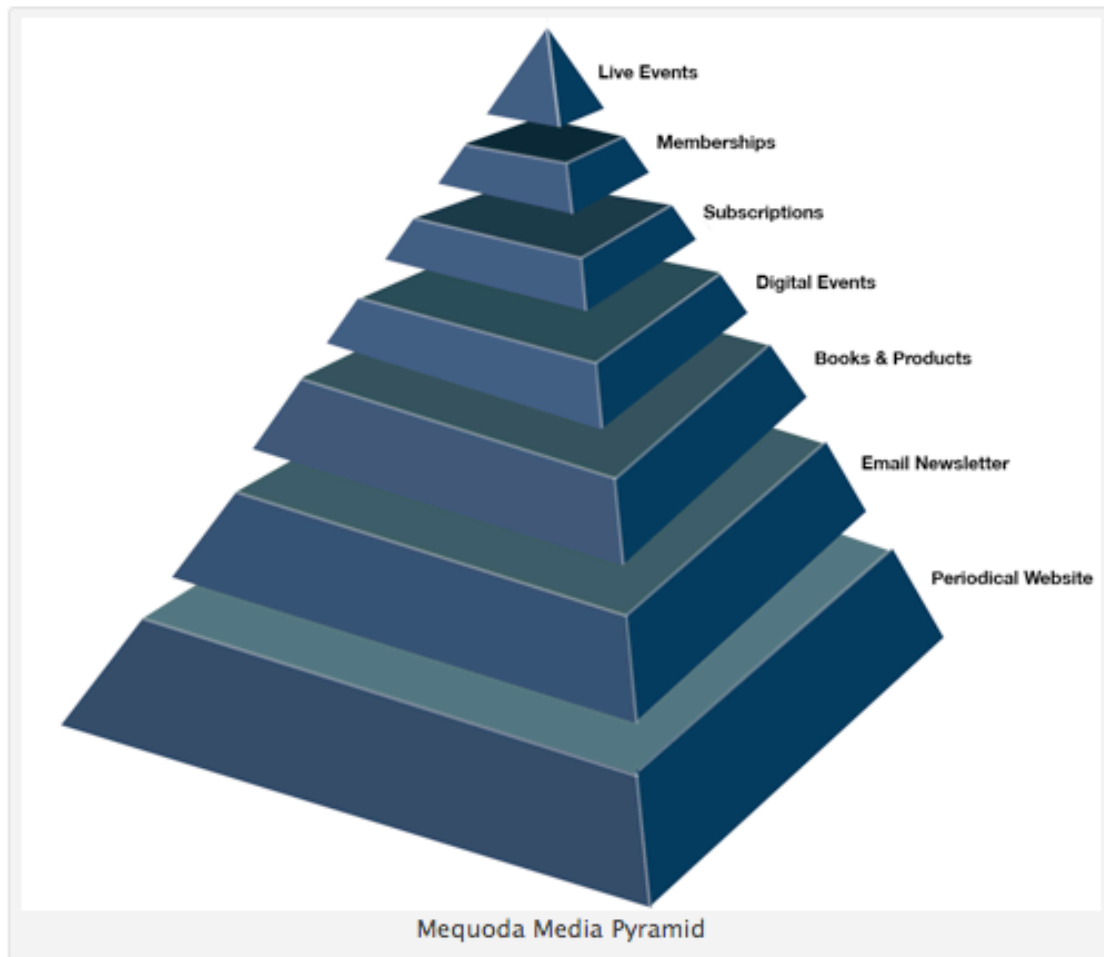
Google-Friendly — You will organize the periodical website to make it easy for customers to use, and for Google to find and index.

Subscriber-Centric — You will build a permission-based email or RSS subscriber list and publish at least one free email newsletter or RSS feed.

Multi-Platform — You will use, recycle and repurpose editorial content across a minimum of three media platforms, and publish least one premium information product.

These tasks constitute a proven methodology that has a strategic profit motive.

The Mequoda Digital Media Pyramid graphically depicts the seven types of media platforms that can be used to serve your online audience. The audience development process begins when you launch a periodical website and an email newsletter to engage potential readers, users and customers.



Using the Mequoda System editorial and marketing strategy, you can transform a legacy special-interest magazine, newsletter, newspaper or event series into a highly profitable, multi-platform media empire. And while several factors may determine which platforms will work best for *your* media company, you should always be testing new potential revenue streams.

On the Mequoda Digital Media Pyramid, your periodical website (or blog) and your email newsletter, are both free. They are the audience development arm of your online publishing enterprise. So you won't derive any revenue at those levels

from users. The revenue-producing levels are further up the pyramid (levels three thru seven).

With each step up the Mequoda Digital Media Pyramid there is higher fidelity, a lower level of user convenience, and a higher price point, with greater profit potential.

For example, a book offers a high level of convenience (users can read it when and where they wish, at their own pace) and low fidelity (words only, on screen or paper, in a linear presentation).

Higher on the Mequoda Digital Media Pyramid, the webinar (or web seminar), is less convenient (the user must attend at a specific time) and is higher in fidelity (containing more current information and offering an opportunity to ask questions of a live presenter), at a higher price point.

Near the top of the Mequoda Digital Media Pyramid is the live, in-person event, such as the Mequoda Summit [<http://www.mequoda.com/mequoda-summit/>], which offers even higher fidelity (live interaction with the Mequoda Research Team members and dozens of other Mequoda System operators), with lower convenience (travel to the conference on two specific days, a tuition investment, plus expenses).

As a Mequoda System copywriter and editor, your primary responsibility is to create reusable editorial content, recycling it in numerous media over several levels of the Mequoda Digital Media Pyramid. Your core job is to reuse, recycle and repurpose premium information product content as free email newsletters and website posts. The goal is to build the largest possible opt-in list of subscribers who will buy lots of premium information products from your organization.

General Email Newsletter Best Practice Guidelines

Because building your email newsletter subscriber file is fundamental to the operation of your Mequoda Online Publishing & Marketing System, we've compiled some general best practice recommendations that apply to establishing and executing an effective email contact strategy.

1. Research and define the needs of your online audience.

Assumptions are only helpful as a starting point. You must know with certainty what your users are doing online and tailor the content of your email newsletter to address audience interests.

2. Align your email newsletter strategy with the goals of your online publishing business.

You should be able to clearly justify and defend the business purpose behind every email newsletter you send and every item in these emails.

3. Integrate email sign-up with site registration.

There should be a different user experience depending on whether you are a known user or an unknown user.

The best websites use a content management system that mirrors the email subscriber base. That means the website knows to stop asking if you want to sign up for the email newsletter because the user has already subscribed.

4. Require double opt-in.

Of 100 people who sign up for your free email newsletter, about 75 percent will double opt-in.

Research indicates that the email subscribers who double opt-in have a 17 percent greater lifetime value simply because they double opt-in. The act of getting them to open their email client to look for the confirming email and respond — before they can download your free report — causes those who double opt-in to be worth 17 percent more in customer lifetime value.

Additionally, by using the double opt-in process, you've managed to get many of them to whitelist you with their email provider — another good outcome.

5. Send a welcome email.

Remind your new subscribers that they signed up for your email newsletter. Thank them for signing up, remind them how often they'll receive emails from you, and make it personal.

The welcome letter should use the subscriber's name and might point to helpful sections of your site.

6. Upsell to a paid product in your welcome email.

While you have your new email subscriber's attention, don't waste the opportunity. Within your welcome email letter, in the right navigation or at the bottom, provide a text ad or small display advertisement for a related, best-selling, paid product.

The point of this email is not to sell a product, so it shouldn't be the topic of your welcome letter. A casual mention should suffice. Remember, this is the new subscriber's first interaction with you, so make a good impression.

7. Add your email newsletter name to the subject line.

For maximum deliverability and high open rates, consistently start your email subject line with the name of your email newsletter and follow it with the topic, e.g. "Mequoda Daily: Secret Source of Email Subject Lines Revealed."



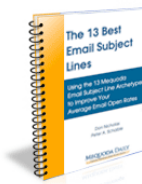
MEQUODA DAILY'S

Free Report Friday!

Discover the carefully guarded source of the world's most effective email subject lines that most professional copywriters don't like to share.

The average Internet user is bombarded with dozens if not hundreds of email subject lines every day. Most of us have developed an anti-headline defense and tune out when we sense an email subject line is trying to sell us something.

Email subject lines are the digital equivalent of print media headlines. The best email subject lines persuade the user to open and read the text messages that follow.



The evidence is undeniable that adding your name to an email newsletter adds credibility. [Jupiter Research](#) says that adding a company name to the subject line can increase open rates by up to 60 percent over a subject line without branding. Subject lines that inform subscribers of what's in the email are clearly the winners.

8. Keep off of spam filter lists and conform to standard whitelist guidelines.

Software programs like Spam Assassin, an open-source project of the Apache Software Foundation, run each email message through hundreds of tests that analyze headers, text, and HTML coding, and check domains and IP addresses against block lists and filtering databases.

For maximum deliverability and high open rates, observe that Spam Assassin punished the following:

- ✓ The subject line is all capital letters.
- ✓ The message date is 12 to 24 hours before the receive date.
- ✓ The domain in the sender line doesn't match the domain in the "received" line in the headers.
- ✓ The subject contains "As Seen."
- ✓ The subject starts with "Free."
- ✓ The message has bad MIME encoding in the header.
- ✓ The message is 90 percent to 100 percent HTML.
- ✓ The HTML font size is large.
- ✓ The message mentions Oprah Winfrey with an exclamation mark.
- ✓ "Remove" appears in a URL.

9. Send your emails at the same time every day.

If your content is valuable, you can create anticipation. Plus, users tend to reward consistency with higher open rates.

10. Send an equal number of content-rich email newsletters and straight product promotions.

If you send out an equal number of (1) content-rich email newsletters and (2) straight product promotions versus sending only promotions, the length of time you'll retain an active email name will almost double.

The average term of an email newsletter subscriber is 2.7 years when the ratio of valuable free content and promotional messages is 50/50, versus an average lifetime of 1.6 years for email names who were sent only promotional messages.

11. Align your editorial content with your promotional messages.

Congruity and alignment augur well for product sales. If your email newsletter's topic today is about how to prune rose bushes, then your ideal text ad today would be for a book or other paid product about growing roses.

12. Segment your email newsletter subscriber lists and include an unsubscribe link in every email.

Never make it hard for a user to unsubscribe or you'll risk annoying the user and the Internet Service Provider. But if you segment your email subscriber lists, you can allow a user to unsubscribe from one list — e.g., your product promotions — and remain a subscriber to another list — e.g., your content-rich tips and news.

13. Optimize your email conversion architecture.

KnittingDaily.com is the best practice example here.

If you enter an email address for a free download, but fail to follow through, the Knitting Daily site remembers you. If you subsequently return and enter your email address a second time, you'll get the following message:

“One More Step — Our records indicate that you have started the Knitting Daily membership process in the past, but have not yet confirmed your membership. Please click the button below to have the confirmation email sent again.”

The next screen provides further instruction and helps get the new subscriber's email address “double opted in” and whitelisted:

“Confirmation resent — In order to receive your free download: Knitting Lace: Knitting Daily Presents... 7 Free Knitted Lace Patterns and begin your Knitting Daily membership, you must now confirm your email address.

Check your email inbox. Find our Knitting Daily welcome email. Click on the confirmation link at the top of the email.

If you do not see the email in your inbox, look in your bulk or spam folder.

We ask new members to confirm their email address in order to prevent spam and to ensure that you requested Knitting Daily yourself.

Thank you for joining us and welcome to Knitting Daily!”

From the floater, to the order form, through the registration flow, the email conversion architecture leaves nothing to chance. It both encourages users to complete the registration process, and results in a cleaner list of email newsletter subscribers.

14. Create a whitelisting instructions page.

Create a how-to page on your website or point users to this site’s email whitelist instructions [<http://www.emaildeliveryjedi.com/mywhitelist.php>], which explains how to add an email address to an address book in several email clients. Remind users that if they don’t whitelist your site, they might not get your email newsletter.

15. Make it easy for subscribers to change their email address.

Sending emails to a dead email address won’t do you any delivery favors, especially if it’s bouncing back. Provide a link at the bottom of every email newsletter with a hypertext link that shouts, “Change your email address” or “Update your email preferences.”

16. Create a sense of community and continuity.

If your email newsletter isn’t lively, informative and fun, your readers will unsubscribe.

But if you create an online community where subscribers feel safe and comfortable — where they can enjoy the quality of information, instruction, encouragement or other nurturing that your email newsletter provides — your popularity will soar. And so will your sales.

When writing a series of emails, it’s more personable to say to your readers that the email is part of a larger structure.

You could remind them that, “In the email we sent on Monday, we talked about XXXXX...now I want to talk about how XXXXX works with XXXXX.”

By building an ongoing series of email newsletter messages, you're likely to increase open rates on past emails, as well as build a more intimate relationship with your readers.

Specific Mequoda System Editor Job Responsibilities: Creating Content for Multiple Uses

As a Mequoda System Editor, you have responsibility for developing content that is variously combined and disaggregated for four uses: emails, blog posts, free special reports and premium products.

Fundamentally, Mequoda System Editors generate email newsletters and email promotions in a regular, formal process that recasts the content of other media products. In most cases, the editorial content for these two platforms begins life as a more comprehensive article, book, report, webinar or live event.

For each special report, you'll create a unique online sales letter that we call a *rapid conversion landing page* (also known as a name squeeze page). And you'll distribute a press release announcing its availability.

The free special reports enroll new email subscribers in return for the complimentary download. The same free special reports are also disaggregated to create individual blog posts.

Every email newsletter also becomes a blog post. Every email promotion, if it's not already in use as a sales letter landing page, also becomes a post. And every free special report is disaggregated into a series, or a cluster of blog posts.

As a Mequoda System Editor, you have specific day-to-day responsibilities for the creation and deployment of this content. Ideally, five or six days a week, you will send out at least one email newsletter, published in different formats. You'll also make as many as 780 blog posts annually, and create a minimum of 26 free special reports.

Mequoda Publishing & Marketing System Lexicon

When this document discusses the *Mequoda Online Publishing & Marketing System*, we're also referring to the *guidelines* and *best practices* for online publishing and marketing premium information products (books, reports, seminars, webinars, live events, newsletters, magazines, newsletters, training programs, databases, clubs, associations, software applications, etc.)

We at the Mequoda Group did not *invent* the *Mequoda System*; we prefer to say we discovered it by analyzing hundreds of the world's most successful online publishers, and codified it for use by ourselves and others.

We often cite *Mequoda Daily*, our own daily blog and email newsletter, as a case study that has adopted and exemplifies many of the best practices. In this context, the *Mequoda System* is both general and universal, while *Mequoda Daily* is specific to our own publishing company.

The *Mequoda System* is also referred to as the *Mequoda Marketing Strategy* and the *Mequoda Editorial Strategy* and the *Mequoda Email Strategy* because it encompasses guidelines, recommended procedures and tactics that affect all these facets of the online publishing enterprise.

We use the terms *email* and *email newsletter* interchangeably. In the context of the Mequoda System, all the emails you send are email newsletters.

We make no distinction between *email tips*, *email articles*, *email advice*, *email news* and *email updates*. We use these terms interchangeably.

However, *email promotions* are different from *email tips* and are also known as *email special offers* and *email sales letters*.

Finally, *email product reviews* are different from *email tips* and *email promotions*, and are focused exclusively on reviewing a premium (paid) product.

These distinctions will become more familiar as we explain the details of your responsibilities as a Mequoda System Editor.

That's a lot of content creation and dissemination. But you don't need to write everything yourself. The creation of some content can be outsourced to other copywriters, as can the rapid conversion landing pages that offer free reports.

In some cases, free reports can be excerpted from existing books, and assembled/edited by freelancers. Additionally, many online promotions can be written by product managers, often by reusing content borrowed from online sales letters.

Success requires that you execute an organized strategy that has specific goals and uses proven tactics. That's why we call it the Mequoda Online Publishing & Marketing *System*. By mastering its objectives, strategies, tactics and tools, you'll embrace the best practices for organizing, writing, editing, marketing, promoting and publishing your online content and premium information products.

Email Promotion Best Practice Guidelines

Successful Mequoda System Publishers understand that their websites exist primarily to build customer loyalty. They understand the website's role in increasing their most valuable asset, which is their active email database. For some Mequoda System Publishers, email generates 60 to 80 percent of all their revenue.

For Mequoda System copywriters, editors and publishers, email is not just a marketing channel, something that you build and blast. The email channel should be harnessed through regular email newsletters that provide frequent, valuable information to users who become enamored with your brand, love your content, and want to buy the other types of information products you sell, or do business with your sponsors.

You should be using a combination of email newsletters and email promotions to build customer relationships and maximize customer lifetime value.

You begin by creating an email editorial calendar that aligns with your products and sponsorships. The simplest plan works on a one-week cycle.

While the daily tip email newsletter might have a Monday, Wednesday, Friday frequency, the email promotion newsletter might have a Tuesday, Thursday frequency.

Additionally, more than half of the Mequoda publishers with whom we are working have a summary, week-in-review edition of their email newsletter that is delivered on Friday or Saturday.

At Mequoda Daily, Editor Amanda MacArthur sends out email newsletter tips on Mondays and Wednesdays, and email promotions or email product updates on Tuesdays and Thursdays. On Fridays, we either give away a free report, or we promote Mequoda Pro. A Saturday week in review edition is in the planning stage.

Mequoda Daily has a different editorial and promotion calendar that's dictated by the time of year. Six months a year we promote webinars on Tuesdays and Mequoda seminars on Thursdays. When we're within 90 days of holding a Mequoda Summit, all our Thursday promotions are devoted to the Summit.

| | SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|----------------|--------|--------|---------|-----------|----------|--------|----------|
| EDITORIAL | | | | | | | |
| PROMOTIONAL | | | | | | | |
| WEEK IN REVIEW | | | | | | | |
| | | | | | | | |
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Publishers who have a greater number of products can have two, three and four-week cycles. Johns Hopkins Health Alerts has a three-week publishing cycle to feature all of its 15 products. The baseline sponsors are the Johns Hopkins White Papers.

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|------------------|-----------------------|----------------|-----------------|--------------------------|
| memory | hypertension & stroke | weight control | prostate health | vision |
| arthritis | colon cancer | depression | diabetes | back pain & osteoporosis |
| digestive health | prescription drugs | healthy living | lung disorders | heart health |

Some B2B publishers send out 11 email newsletters each week — five email tips, five email promotions, and one-week-in-review summary.

Email Types and Templates: Your Daily Deliverables as a Mequoda System Editor

A solo email newsletter, also known as an email newsletter tip, has a profit motive, and is tied to a sponsored product that is intended to generate revenue.

Typically, on Monday and Wednesday, you will use an email tips template or an article template to give added graphic identification to your newsletter. We don't call it the email *newsletter* template, because all your emails are newsletters, even when they are email promotions.

A Mequoda Daily tip about the pros and cons of audio conferences and webinars would logically be sponsored by our own Mequoda webinars on proven strategies to maximize webinar profitability.

In This Issue: Mequoda Daily

- ◆ **New Media Trends:** [The Pros and Cons of Audio Conferences & Webinars](#)
There are dozens of new media platforms we can distribute content on, but audio conferences and webinars have been the key to success for many publishers

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MEQUODA DAILY

Helping Publishers Make Money Online

Hosted by Don Nicholas, Amanda MacArthur and Kim Mateus

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August 19, 2009

[The Pros and Cons of Audio Conferences & Webinars](#)

FEATURED PRODUCT

Audio Conferences and Webinars

If your email newsletter tip were about flower gardening, one issue might be about planting spring bulbs. The content of the email newsletter would be logically tied to your paid product on *flower bulbs*. Nowhere in the tip would you review that product; the tip would simply aligned with a sponsoring product.

Alternatively, an *email product review* is delivered with the same solo email newsletter template, which means it has navigation links that list other articles, etc. The difference here is that the email product review is much more focused on selling the product.

Where an editorial newsletter starts with a tip, or news story, or a report of a client experience, a product review begins with the name of the product in the headline. The product review is *exclusively* about the product.



The screenshot shows the Mequoda Daily website interface. At the top, the logo "MEQUODA DAILY" is displayed in a large, blue, serif font, with the tagline "Helping Publishers Make Money Online" in a smaller, orange, sans-serif font below it. To the right of the logo, there is a photo of three people (two women and one man) and the text "Hosted by Don Nicholas, Amanda MacArthur and Kim Mateus". Below the logo and photo is a navigation bar with links: "Daily Blog", "White Papers", "Bookstore", "Webinars", "Mequoda Pro", "Summit", "Needs Analysis", and "About". The date "June 10, 2009" is displayed on the left side of the page. The main content area features a headline "What are the Business Goals of your Email Newsletter?" followed by a sub-headline "A case study on aligning your email newsletter strategy with the goals of your online publishing business". Below the sub-headline, there is a paragraph of text: "There are [10 Email Newsletter Design Best Practices](#), but, every email newsletter should have a reason for being: its business goal." To the right of the text is a featured product section titled "FEATURED PRODUCT" which displays a book cover for "10 Email Newsletter Design Best Practices". The book cover is white with a blue spine and a blue banner at the bottom. Below the book cover, there is a call to action: "Claim your COMPLIMENTARY copy of 10 Email Newsletter".

The product review is service journalism; you are reviewing one of your products because it's new or has been updated.

If you start by saying, "I'm going to write a story about growing roses, and sponsor it with our book on best practices for growing roses," that's an email newsletter tip.

If you start by saying, "I'm going to write a product review of our paid book on growing roses or our free report on planting spring bulbs," that's an email product review.

Email product reviews deliver news of new features, new benefits, or new content. When Mequoda Pro adds a new online video seminar, that's new content. When new speakers for the Mequoda Summit are announced, that's new content, too.

When the 2009 Mequoda Hotlist is announced as a part of Mequoda Pro, that's a new feature. If you publish a new issue of your print newsletter, that's an opportunity for an email product review.

Generally, the product review is easier to write than the solo editorial email newsletter because it is easier to align the subject line, deck, subparagraphs, in-line ads, product description, call to action, etc.

The third kind of Mequoda System email is known variously as an *email promotion*, *email special offer*, *stand alone mailing*, or *email sales letter*.

An *email promotion* is a classic, features-and-benefits sales letter. It carries a discreet product nameplate and is usually signed by the one of the email newsletter editors or the publisher.

Subject: **Mequoda Webinars: Four Speakers Announced for our "Webinar on Webinars" (and Audio Conferences)**
From: [Mequoda Daily <mequoda@e.mequoda.com>](mailto:mequoda@e.mequoda.com)
Reply-To: [Customer Care <mequoda_027E32B9C242308EC14502A180B854AD6B0606CA48CFEC8D@reply.mequoda.com>](mailto:Customer_Care_027E32B9C242308EC14502A180B854AD6B0606CA48CFEC8D@reply.mequoda.com)
Date: 8/25/2009 2:56 PM
To: peter@mequoda.com

From the desk of...
Kim Mateus



Last week to get a discount on this event!

Learn from four seasoned producers of digital events, on how to start developing profitable webinars and audio conferences.

Dear Peter,

Webinars are very profitable ancillaries that are perfect products to promote via email because they are timely and are delivered electronically. Although almost exclusively used by B2B publishers for several years, we're seeing more special-interest B2C publishers moving into this format.

If your company has taken a hit this year and you're looking for new ways to bring in revenue, you might consider live digital events like webinars and audio conferences. We've seen numerous publishers successfully launch free and paid webinars and audio conferences.



Depending on whether you are product-driven (making money through product sales) or ad-driven (making

Email promotions focus on persuasion; they attempt to get the recipient to take an immediate action. The strategic intent of the email promotion is to make some kind of sale, whether it's to purchase a product, register for an event, or some other commercial transaction.

Remember, email promotions typically trigger 60 to 70 percent of the annual spending by the average email newsletter subscriber. So it's essential to create email promotions that motivate email subscribers to click through to an order page, credit card in hand, eager to buy.

A Summary of Your Weekly Deliverables

For this document, we'll cover a single week in the life of a Mequoda System Editor. Note, however, that what you are doing this Monday may be posted live and emailed next Monday. Most Mequoda System Editors work seven days or more in advance to allow time for planning, emergencies, approvals, vacations and other things.

A good content management system allows the editor to load content that will be published and emailed later at a specified date and time.

Monday:

Decide what products to promote for the next weekly cycle and plan a strategy to associate them with related editorial content.

Start by identifying which of your products align best with the editorial topics you will write about most frequently.

Check you email performance report to see which products and types of products have performed the best in the past.

Create an editorial calendar — five regular email newsletters, plus the *Week in Review*.

Write and load a pure editorial content email newsletter tip using your regular email nameplate.

Include two text ads and two display ads for a related sponsoring product. The two embedded text ads work best when set off within the email promotional message — the first about half way down the editorial content, the second at the end of the copy.

Tuesday:

Write and load an email promotional newsletter using a product or author nameplate template.

Make it easy for the recipient to buy with multiple order entry points. We advocate using four strategically placed order entry forms in your email promotions.

Ideally, a single product should be promoted in (1) the top banner ad or nameplate, (2) the right navigational panel display ad, (3) the bottom banner ad, and (4) in at least two embedded text ads plus in-body links.

Wednesday:

Write and load another pure email newsletter tip or a product review using your regular email nameplate.

See Monday. Repeat.

Thursday:

Write and load another email promotional newsletter using a product or author nameplate template.

See Tuesday. Repeat.

Friday:

Create and load an email sales letter offering a free special report as a PDF download or promoting a premium information product.

Fridays can be very busy. Every other Friday, you will write and publish a free special report, a rapid conversion landing page, a press release and a promotional product review email.

Alternate Fridays, you will send a promotional email for a different product. At Mequoda Daily, our alternate Friday promotional email is usually for Mequoda Pro.

Of course, you needn't wait until Friday to begin writing your free special report. And you needn't write it yourself if you can outsource it to another wordsmith.

Load a week-in-review summary email.

A weekly summary can repeat headlines and snippets from each of the five preceding email newsletters and email promotions.

If you segment your lists, some subscribers will opt to receive only the weekly summary, but sending that one communication per week is better than none.

Our best practice Mequoda System Publishers for Week in Review are HR Daily Advisor [<http://hrdailyadvisor.blr.com/specialoffer2.aspx>] and Johns Hopkins Health Alerts [<http://www.johnshopkinshealthalerts.com/about/benefits.html>].

Use a Separate and Distinct Nameplate for Different Product Promotions

At [Mequoda Daily](#), we use different nameplates for emails that promote the Mequoda Summit, Mequoda Pro, or our free reports.

This diversity creates individual identities for both our products and establishes “mini-brands,” and helps promote sales.

NOTES AND NEWS FROM...

MEQUODA SUMMIT BOSTON 2009

There's something new going on in.....

MEQUODA PRO



MEQUODA DAILY'S

Free Report Friday!

MEQUODA SUMMIT BOSTON 2009



Learn How to Make Money Online in a Web 2.0 World | October 7-9, 2009

Establish an Opt-in/Opt-out Strategy and Policy

When someone opts in to an email newsletter, their email address is often being added to two or three segmented lists that they can opt out of individually.

How many opt-out opportunities are you going to give the user? At *Mequoda Daily*, we have a single opt-out opportunity that removes the user's name completely from our email newsletter database. That means with one click the user can opt out of our email newsletter tips, product reviews and product promotions.

Other publishers maintain two lists. Subscribers can opt-out from email newsletters and still receive email promotions (special offers or sales letters). Or they can opt-out of email promotions and continue to receive tips via solo email newsletters.

Still other publishers maintain three lists. Subscribers can opt-out from email newsletters and email promotions, but continue to receive the week in review summary, which includes snippets and links to all the tips and all the special offers from the previous week.

Where Does the Content Originate?

Whenever you are writing editorial content for a Mequoda Online Publishing & Marketing System, you must keep in mind the upstream and downstream products.

This is what Mequoda System Publishers do. We recycle, repurpose, and reuse content. It can be complicated, because each time Mequoda System journalists write a special report, they must remember that the content will be disaggregated into numerous blog posts and email tips.

Mequoda Daily [<http://www.mequoda.com>] is a best practice example of how a Mequoda System Publisher creates and reuses editorial content.

The content that typically goes into our email newsletters, email promotions and special reports generally is derived from our premium products — primarily, webinars, seminars and Mequoda Pro [<http://www.mequoda.com/mequoda-pro>] — which are further up our Mequoda Digital Media Pyramid.

This report you are reading, this chapter on creating online content, will be disaggregated into a minimum of five blog posts in Mequoda Daily.

Additionally, each blog post will be released in the Mequoda Daily email newsletter *separately* from being published as part of a larger, special report — the one you are at this moment reading.

That means if you are sending five emails each week, whether tips, product reviews or promotions, you also are making 260 blog posts annually (5 days/week X 52 weeks/year).

At Mequoda Daily, we attempt to generate a new free report every two weeks. Each free report comprises an average of 10 tips, which can be disaggregated into 10 individual blogs posts, for a total of another 260 blog posts. So, recycled email and free special reports can account for a total of 520 blogs posts annually.

Beyond that, you can conduct an outreach program, by recommending and linking to other publisher's blog posts. These can be brief, 150-250 word posts.

Here you are looking for reciprocity from other sites, recommending and linking in the hope that other sites will link back. You might encourage this by writing to your professional colleagues to inform them of your blog post and link, or informing them of a post that their readers might find interesting.

If you make five recommendations per week, you will generate another 260 blogs posts annually, for a new total of 780 annual posts — a reasonable objective for a Mequoda System Editor. With this strategy, you can achieve the “magic number” of 1,000 blog posts in a less than 16 months.

At Mequoda Daily, we post to our blog all the emails that we generate Monday – Friday, equaling 260 posts per year.

Another 260 posts — more or less — come from disaggregated free special reports.

And another 260 posts — more or less — are the result of link-building and reviewing and recommending other websites.

Our goal for blog posts is 780 per year.

For a detailed look at additional blogging strategies for Mequoda System Publishers, download our free special report, “Blogging for Marketing 101.” Download: [<http://www.mequoda.com/free-reports/blogging-for-marketing/>]

The Value of an Archive Release Policy to Drive Circulation

Mequoda Best Practice Guidelines advise against setting up separate editorial archives for past issues of your print content. Instead, release the content into your blog to help build circulation.

If you have editorial content from magazines, newsletters, or other premium information products, we recommend you have a formal archive release program. That means when your content has aged and is no longer premium — perhaps 90 to 365 days old — it can be reused as part of your circulation-building strategy.

Some magazine publishers, notably [PC World](#) and [Forbes](#), are posting 100 percent of their premium content online, simultaneous with or even *before* print publishing. This practice has not deterred their ability to sell thousand of magazine subscriptions online.

If you publish a magazine with a 12 X yearly frequency, and each issue includes 50 articles, you've got content for 600 additional blog posts.

Free Special Reports Best Practice Guidelines

Some Mequoda System Publishers create their free special reports as digests of their longer, paid products.

Other Mequoda System Publishers begin by creating their free special report by reusing their seminar content, and subsequently disaggregate the free special reports into smaller blog posts and email tips.

Still others begin by creating the free email tips and blog posts, and then combine these smaller, minimum information units into larger, single topic, fast-reading reports.

Offering free special reports via PDF downloads is fundamental to effective Mequoda Online Publishing & Marketing System website marketing and building email circulation.

Creating a free special reports marketplace, full of PDF downloads that are available absolutely without charge, harnesses the power of your brand by using your existing editorial content to build your customer database.

Free downloadable content drives website traffic, encourages incoming links, and fuels exceptional conversion rates.

In addition to Mequoda Daily, three Mequoda best practice examples of publishers offering valuable free downloads:

- *The World's Best Golf Destinations 2008-2009* offered by Golf Vacation Insider: <http://www.golfvacationinsider.com/about/destinations.html>
- *Five Free Sock Knitting Patterns* offered by Knitting Daily: <http://www.knittingdaily.com/5-Free-Knitting-Sock-Patterns/>
- *Eleven Little-Known Strategies for Getting Discount Business Class Airfare* offered by First Class Flyer: http://www.firstclassflyer.com/free_reports/FG_Business-Class_080521_landing.html

Like Mequoda Daily, these publishers give away reports of eight, 12, or even 20 pages that could easily sell for as much as \$50.

Because these free special reports are relevant to their target market, the “right” people — potential paying customers — sign up. In turn, the new email subscribers frequently link to these websites, providing valuable, third party validation and endorsements.

Conclusion

For the majority of Mequoda System Publishers, premium information products are the principal generator of revenue.

In most cases, the sponsors of your email newsletters, PDFs and blogs will be premium information products. Alternatively, revenue production could come from sponsoring and selling other publisher's (third party) products.

Mequoda's content is provided via a variety of media in order to meet the needs of a diverse customer base, including live events, digital events, CD-ROMs, DVDs, digital downloadable reports, printed reports, and email newsletters.

What about you?

Start using these editorial management guidelines that you learned in this report today and start building your own robust digital media pyramid.

For more free white papers, visit:
<http://www.MequodaFree.com>