

# YOUR DIGITAL NEWSLETTER



Throughout your newsletter campaign, you will create many editions that fill you with pride while promoting your business, services, or products. You can continue showcasing your newsletters to potential clients, or those not on your mailing list, months or even years after the edition hits mailboxes, which may lead you to ask: "How can I market my newsletter further?" or "How can I provide my newsletter to clients or prospects who are not already on my mailing list?" As part of your contract, your newsletter team will provide a digital version of your newsletter that allows you to maximize your marketing efforts!

Newsletter Pro uses **FlippingBook** to generate a digital version of your newsletter you can easily share with your clients through email, social media, or your website. After your physical newsletter mails, your project manager will provide a link to the digital version hosted on FlippingBook's website. Once we give you that link, you can do whatever you want with it. Of course, our team is always on standby to answer any questions.

## HOW CAN I USE MY FLIPPINGBOOK LINK?

Since you'll have a link to your digital newsletter, you can easily share it with anyone who may be interested. One of the best ways to do this is by posting on social media, especially if your business is active on Facebook or LinkedIn. You can simply make a new post using that link, and all your friends, followers, and connections can click it to view your newsletter. It shows a nice preview of your newsletter, giving your connections a glimpse of what to expect. Our designers can even customize a message alongside the preview if you want to share something specific!

You can also embed your digital newsletter directly into your website, allowing visitors to flip through it and learn more about what's happening with your business. This is a great way to draw more attention to your website. If you'd prefer to send the link to your clients through email or text, that's an option, too. However, because a preview doesn't show in this delivery method, you'll need to include some copy to ensure your clients actually open the link.

## USE FLIPPINGBOOK TO YOUR ADVANTAGE!

One of FlippingBook's most unique aspects is the amount of information it provides to boost your business. It will track key statistics to ensure your clients open and view the digital version of your newsletter. It can also track specific stats, like which pages the audience viewed, the average time spent on each page, and where your readers are. You can even enable a lead-capture function, requiring visitors to enter their email address, phone number, or other identifying information to view the newsletter.

## WHAT IF I WANT SOMETHING DIFFERENT?

If FlippingBook isn't right for you or your business, we offer an **HTML** flipbook to send to your clients through email. This version will take a little more effort, as you'll have to copy and paste the HTML content into an email body. This option gives your clients a more immersive preview of the digital newsletter, and they can click "continue reading" to proceed to the interactive flipbook. If you prefer this option, your project manager will provide detailed directions to ensure the HTML flipbook works for you!

*One of the best ways to meet your marketing goals is to utilize the digital version of your newsletter in combination with your physical newsletter!*