

Inbox Impact: Launch, Write & Grow Your Newsletter

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Who am I?

- Writer of *The Ham'er* – a weekly email about Framingham politics
- Managed weekly newsletter for the Office of the Governor
- Currently ghostwrites and publishes newsletters for a few local non-profits



Why Create a Newsletter?

- Building authority in your field or industry
- Direct connection with your audience without social media algorithm interference.
- You own your list! You aren't renting on someone else's property.
- Higher engagement rates compared to social media
- Monetization opportunities (premium subscriptions, sponsorships)

Finding Your Newsletter Focus

- Who are you? And why does this matter to you?
- Identify your expertise and passion
- Research market gaps and audience needs
- Defining what makes you unique
- What can you write about week after week, month after month?



The Five Types of Newsletters

1. **News Digest/Curation:** Saving readers time by filtering important information
2. **Educational/How-To:** Helping readers develop expertise and solve problems
3. **Commentary/Analysis:** Providing expert interpretation and thought leadership
4. **Entertainment/Storytelling:** Offering enjoyment, connection, and escape
5. **Community-Focused:** Creating belonging among like-minded individuals

Writing... and planning...and publishing

- How often will you send your newsletter? Daily, weekly, monthly?
 - Consistency is key!
- What content types will you use?
 - Original analysis, Q&A, curated links, behind the scenes of your business, this week's specials...etc
- Subject lines – critical to make people open your email!
 - Don't simply write "March 2025 Newsletter". BORING!

Design Dos and Don'ts

- The impact of good design on reader engagement and retention
- **Common design mistakes to avoid:**
 - Cluttered layouts and visual overwhelm
 - Poor contrast and readability issues
 - Inconsistent branding across issues
 - Image-heavy designs that fail to load
- **Design best practices:**
 - Establishing a consistent template structure
 - Implementing scannable content blocks
 - Creating visual hierarchy to guide readers
 - Mobile-first design approach

The Anatomy of The Ham'er



Good evening, Framingham.
A joyous reminder we spring forward on Sunday, March 9. We made it to spring and longer days!



Also to celebrate - our Flyers athletes!
• The Flyers Dance team are now 3x state champions. They took first place in the Hip Hop division over the weekend. They are onto the New England

Opening greeting:

- Weather, upcoming event, highlights of news/event I have attended that doesn't fit anywhere else
- Short!

Main Section: News

- Define section with number
- Style is brevity - written in a way to read or scan and understand what is important

1. Hospital Plan NICU Closure



Another piece of Framingham Union Hospital is scheduled to close this summer. Will anyone step in and stop it?

Another piece of Framingham Union Hospital is scheduled for closure this summer.

Effecting our kids: Dallas-based Tenet Health plans closing the Level II B Special Care Nursery this June.

The CEO of the MetroWest Medical Center John Whitlock shared the news with Mayor Sisitsky and the Commonwealth earlier in February.

What is left?: The Beautiful Beginnings Birth Center, aka the maternity ward at the hospital, will remain open. Babies needing more care must go to either Boston or

Community Events

Tree and Shrub Pruning



DPW is conducting tree and shrub pruning from March 10-21, between 7 am and 3 pm.

This work is part of the City's ongoing efforts to maintain safe and healthy trees while ensuring clear visibility and access along public streets and sidewalks.

Third Section: Events

- Community events listed in specific section.
- Graphic used to help get the info out

Subheadlines in bold to separate details and get to the point

Fourth Section: Meetings

- List of civic meetings and link to agendas

Fifth Section: Closing

- Final note, usually about future newsletter issues or topics.

The Civic Week Ahead

- **Monday, March 3**
 - 6:00pm: Council Environment & Sustainability Subcommittee Agenda
 - 6:00pm: Keefe Technical High School Committee Agenda
 - 7:00pm: Women, Children, and Families Commission Agenda
 - 7:00pm: Community Preservation Committee Agenda
- **Tuesday, March 4**
 - 7:00pm: Community Development Committee Agenda
- **Wednesday, March 5**
 - 10:00am: MRECC Board of Directors Agenda
 - 3:00pm: Board of Assessors Agenda
 - 4:00pm: 325th Anniversary Celebration Committee Library & Literacy Subcommittee Agenda
 - 7:00pm: Conservation Commission Agenda
 - 7:00pm: Board of Library Trustees Long Range Planning Subcommittee Agenda
- **Thursday, March 6**
 - 12:00pm: School Committee Policy Subcommittee Agenda
 - 7:00pm: Planning Board Agenda
 - 7:00pm: Bicycle, Pedestrian, and Trails Committee Agenda

In Closing...

For those marking Ash Wednesday this week, may this Lenten season be a time of introspection and renewal.

Unless there is major news, there will be no newsletter next week. I am taking a much overdue vacation.

See you in two weeks.

Successful Newsletter Launch Strategy

- Highlight key phases:
 - Pre-Launch: Foundation building (platform setup, branding, initial content)
 - Launch: Building momentum (first issue, personal invitations, feedback)
 - Growth Phase 1: Content optimization and targeted audience expansion
 - Growth Phase 2: Creating sustainable systems and growth channels
- Importance of setting realistic milestones and tracking metrics

Questions?



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