



# E-NEWSLETTERS

DIYDIGITAL.COM.AU

## OPT OUT – WELCOME EMAIL

- Photo of yourself and/or your team
- Says “Hi” or “Welcome” or “G’day” or similar
- What the reader is to expect
- An invitation to opt out front and centre

The screenshot shows a welcome email with a dark purple header. The header contains the McLaren Unvaled logo, open hours (Mon-Sat: 10am-5pm, Sun: 11am-5pm), and the address (122 Main Road, McLaren Vale, South Australia). The main body of the email features a photo of two women, Cheryl and Anni, holding a quilt. The text reads: 'Hello from McLaren Unvaled', 'Welcome to my first McLaren Unvaled newsletter!', 'I'll share with you gift ideas, product launches happenings in McLaren Vale and, of course, my upcycled furniture projects.', 'New things are happening all the time at McLaren Unvaled and I'd love to keep up-to-date with the excitement. However if you would rather not receive newsletters like this in the future, please [unsubscribe](#) here.', and 'Anni'.

3% unsubscribe rate (warm list)



Hello <<First Name>>,

It was lovely meeting you. As a person I've connected with you've found your way onto my newsletter list - welcome to the *LAC Cultural Diversity* newsletter. I publish news, articles and my thoughts in relation to intercultural effectiveness development. It would be lovely to keep in touch with you via my newsletter, however please feel free to [unsubscribe](#) if you feel that my email is cluttering your inbox.

I look forward to meeting you again soon at an event in Perth and having a chat.

Kind regards,

Rika

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**Language and Culture** is a local business which specialises in **harmonising and uniting differences in the workplace.**

We provide consultancy on:

- Intercultural training and workshops
- Intercultural competency assessment
- Cultural diversity and inclusion

3 benefits of Intercultural Training are:



50% open rate (list average 30%)  
2% unsubscribe rate (warm list)

DIY Digital specialises in finding new customers for small businesses through a savvy online presence and effective promotion.

[View this email in your browser](#)



[DIYDIGITAL.COM.AU](http://DIYDIGITAL.COM.AU)

Hi <<First Name>>

Welcome to the **DIY Digital** newsletter.

DIY Digital is a local business which specialises in **online marketing for small businesses, local shops, sole traders and professionals.**

We send an e-newsletter once a fortnight with lots of online marketing hints 'n tips. I've added you to the list to receive this newsletter. However if you would rather not receive it, please [unsubscribe](#) here.

Or, if I've got the wrong email address for you, please [update your details](#) here.



I really enjoyed being an exhibitor at the Grow Your Business Expo at Tonsley last week. I hope you enjoyed the networking as much as I did.

You can find out more about us at [DIY Digital](#).

51% open rate (list average 30%)  
6% unsubscribe rate (cold list)  
Sent to 81 people

### 12 months later

- Generated \$5,575 of business
- 67 subscribers remained on list

## OPT OUT – NEW YEAR EMAIL

- An invitation to opt out front and centre

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Hi <<First Name>>

**Happy New Year!** We're back in 2020 excited to start the new year with you.

If you'd like to keep hearing about our upcoming activities and be motivated by our hints 'n tips, stay tuned and let your inbox know this email address is not junk or spam.

However if one of your New Year's resolutions is to streamline your inbox and we're on the bin list – you can [unsubscribe here](#).

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### 2020 Business Goals



New Year is a terrific time to review and update your goals. Including your goals in a marketing and business plan keeps your business marketing on

1% unsubscribe rate

Hi <<First Name>>

**Happy New Year!** We're back in 2018 with a jam packed workshop calendar and plenty of other great happenings.

**Thanks for being part of DIY Digital - we've loved having you around.**

However if one of your New Year's resolutions is to streamline your inbox and we're on the bin list – you can [unsubscribe here](#).

If you'd like to keep hearing about our upcoming workshops and be motivated by our hints 'n tips, stay tuned and let your inbox know this email address is not junk or spam. If you're using gmail be sure to move us from your promotions folder to your inbox.

0.7% unsubscribe rate