**7 Steps to Creating A Compelling E-Mail Newsletter**

E-mail newsletters are a great push marketing tool that gives a brand a "direct line of communication with customers who willingly agree to stay updated on your business's news," writes Stephanie Vermillion. She offers a step-by-step guide to help PR pros establish a newsletter strategy and execute production.

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[***https://www.prsa.org/article/open-season-how-to-launch-and-sustain-an-e-newsletter***](https://www.prsa.org/article/open-season-how-to-launch-and-sustain-an-e-newsletter)

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