



3 Tactics to Make the Most of Your Sailing Newsletter

Whether you're helping your yacht club, one design class or community sailing organization, putting together a newsletter for your members is hard work. You have to solicit the articles (or write them yourself), get accompanying pictures, put everything into a good-looking format, maybe deliver it to a printer or mail house, and then send it. Sometimes you get positive feedback from your members, but other times you wonder if the whole process is worth it.

How can you make sure you get results that exceed the effort you putting in? How can you get more engaged readers to make your organization's newsletter worth the work?

Here are 3 ways to get more people to read (and share!) your member newsletter.

Take a few of the best articles from each issue and put them on your website

"Best" might mean the ones that have the longest staying power (go-fast tips, maintenance and repair recommendations, advice on running races, etc.) or the ones that got the most feedback. This way, your strongest articles will bring people to your website, not just sit in a magazine pile on your members' coffee table.

There are a couple things you can do to help your articles show up more often on the search results page when someone's doing an online search.

- Make each article its own page rather than copy/pasting them to the homepage. The easiest way to do this is to add a "blog" section to your website. This lets search engines know that *this one page* is about *this specific topic*. Regularly adding pages will prompt search engines to display your content more often.



- Add metadata to each article webpage. Write a title tag that's less than 60 characters and a meta description that's between 130 and 160 characters. Be sure to include the main keyword or phrase toward the beginning of both the title tag and the meta description. Not sure how to add metadata? Look up "how to add metadata to [WordPress/Wix/Squarespace/Joomla/etc.]" on your favorite search engine.
- Include the main key word or phrase from the article in the on-page title. You may have to rewrite the title from how it was originally published in the newsletter. (Bonus: go into the html editor and write `<h1>` before the page title and `</h1>` at the end. This helps search engines know what the page is about.)



Post article snippets on your organization's most-followed social media accounts

Grab some compelling pictures from the newsletter and add a fun quote from the article. Take it up a notch by using [Canva](#) – it's a free tool that makes it easy to put graphics or text over an image. Make sure you include a link to the online version of the newsletter in the post.

What does this look like in practice?

- Regatta recap → picture of a few participants (you don't have to showcase the winner!) with a caption that describes the event and includes a link to the results
- Maintenance/repair article → before and after pics with a caption like, "Learn from [author's name] how to [quick repair description]"
- Go-fast tips → carousel post starting with "Tips on [topic] from [author's name]" followed by a key paragraph broken into a few slides (check out [this example](#))
- Member spotlight → picture of the member with "Member Spotlight" and your organization's logo across the top; put a few key facts about them in the caption (this is a perfect one for creating a reusable Canva template)
- Upcoming event → "save the date" template from Canva with your event's details and a yacht club burgee or photo of the location or last year's event



Once you've created your posts, you can set-it-and-forget-it by scheduling them to post on specific dates by using a tool like [Hootsuite](#) or [Buffer](#).

Post a link to your newsletter on your member forum and ask for feedback

Rather than just posting the link on your forum, include a list of the issue's articles (like a table of contents). Ask your members to reply to the post with their favorite article or something that stood out to them. Encourage your members to have a conversation about what they read! Their engagement will spur others to read the newsletter, too.

Bonus: Make the most of your newsletter archive

Once you get in the habit of taking these steps for the current newsletter, take a look through your archives. You'll find gems from last year, last decade or even last century that your members would love to (re)read. When you find a great article, add it to your website and then promote it on social media using the instructions above.

Rather than viewing your newsletter as an item to check off your list, look at it as an opportunity to further engage with members, prospective members, and people who are just learning about you! While it might be daunting to think about doing more work related to your newsletter, these tactics will create exponential value for your organization.

Have questions about your sailing organization's marketing?

I'm happy to answer general questions about how to get the most out of your newsletter or other marketing efforts. Shoot me an email at nicole@sheddenmarketing.com or [schedule a quick call](#).

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After 15 years of working as a marketing strategist in the business world, Nicole merged her profession and her passion and began serving sailing organizations. She is the creator of the [One Design Website Workbook](#) and other resources specifically designed for sailing organizations. You can reach her at: nicole@sheddenmarketing.com.