

Newsletter

A **newsletter** is a regularly distributed publication, most often sent via **email**, designed to share **news, updates, and curated content** with a specific **audience or community**.

□ Key Characteristics

- **Format:** Typically digital (email), but may be printed.
- **Frequency:** Daily, weekly, monthly, or on-demand.
- **Audience:** Subscribers — public, private, or segmented.
- **Main purposes:**
 - Communicate updates
 - Educate readers
 - Promote events, services, or publications
 - Foster community engagement or brand identity

□ Types of Newsletters

Type	Description
Corporate	Internal or external company news and updates.
Academic	Research developments, publications, grants.
Medical/Clinical	Guidelines, case studies, CME offerings.
Research/Tech	Tools, datasets, new studies, technical notes.
Marketing	Product promotions, offers, brand building.

□ Example (Neurosurgery)

A monthly email titled **NeuroScope** sent by the Neurosurgery Department, featuring:

- * New techniques
- * Ongoing clinical trials
- * Recently published articles
- * Featured surgical case of the month
- * Announcements (conferences, journal club, etc.)

□ Tools to Create Newsletters

- **Mailchimp** - robust marketing platform with design templates.
- **Buttndown** - minimal, developer-friendly newsletter tool.
- **Substack** - combines email and blogging features.
- **Sendinblue, MailerLite, ConvertKit** - other popular platforms.

⚠ Notes

- Newsletters must comply with privacy regulations (e.g., **GDPR**).
- Always include an **unsubscribe** option.
- Keep the format readable, concise, and visually clean.

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