COMMUNICATIONS COUNCIL MEDIA UNIVERSITY

AMU 414: BUILDING A BETTER E-NEWSLETTER—PART TWO

Additional Course Resources

I. Examples

Links in this section were referenced throughout the presentation slides.

Quartz's Daily Briefing: http://qz.com/daily-brief

American Press Institute's Need to Know Newsletter: http://www.americanpressinstitute.org/need-to-know/

II. Tools & Resources

Links in this section were mentioned during the discussion as helpful for producing web content or managing the production process.

A/B Significance Calculator: http://getdatadriven.com/ab-significance-test

"When Enough is Enough with Your A/B Test": http://haptonstahl.org/polimath/?p=330

The Mail Archive: https://www.mail-archive.com/

III. Further Reading

Links in this section provide alternate perspectives, additional data and information that complement our presented material.

"The Data Doesn't Lie: A Data-Driven Approach to Subject Line Creation," by Informz: http://www.informz.com/resources/library/the-data-doesnt-lie-a-data-a-data-driven-approach-to-subject-line-creation/

2015 Association Email Marketing Benchmark Report, by Informz http://www.informz.com/blog/benchmark-report/2015-association-email-marketing-benchmark-report/

The Definitive Guide to Engaging Email Marketing, by Marketo: http://www.marketo.com/definitive-guides/engaging-email-marketing/

"Social Media Integration," by Benchmark: http://www.benchmarkemail.com/email-marketing/Features-Social-Media