

Get the MOST from your E-Newsletter Marketing

E-Newsletters sent by Horse Community Journals are a cost-effective way to inform horse enthusiasts about your brand and products, generate leads, and increase sales. The Facebook boost included with every e-newsletter expands your audience reach and increases engagement.

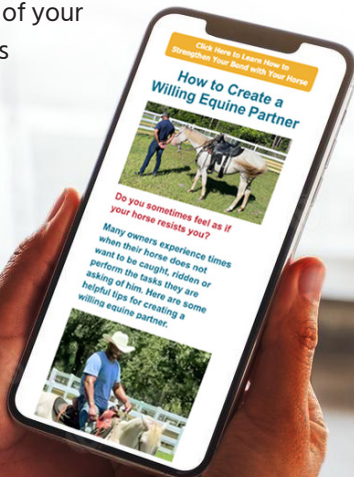
Our multi-media specialists know how to deliver your personalized content to a curated audience that wants and needs your products. The following tips will help you customize your content to maximize your return.

STEP 1

Determine Your Goal

Every e-newsletter should have a single goal, such as...

- **Brand Awareness — go for Open Rate.** With an enticing subject line, preheader text, nice-looking artwork or educational content, yours will be the first brand a customer recognizes at the tack store, or requests from the vet.
- **Visits to your Website — go for Open and Click Rate.** Include a partial how-to or educational article, with just enough content to entice readers to want to learn more with a “Read More” button.
- **Direct Sales Online — go for Open and Click Rate.** Include the advantages of your product(s), with obvious Calls to Actions:
“Free Shipping”
“Prepare Now for the Winter Weather”
“Save 10% Until...”



STEP 2

Prepare Your Content

Creative thinking can go a long way

- **Educate & Inform** Share an article on a popular topic, offer how-to tips, or answer frequently asked questions. Our readers are always interested in learning more!
- **Subject Lines & Preheaders** Give your readers a reason to open with a compelling subject line and preheader.
- **Call To Action** A call to action is essential for successful newsletters, such as “Buy Now,” “Free Shipping,” “Read More,” and hyperlinks within educational text.
- **Bonus Content!** Videos have a high click rate. Share relevant videos you’ve posted on YouTube, Vimeo, or Wistia. Keep them under three minutes long. You don’t need fancy equipment—videos made on a smart phone work great!
- **Sending the same newsletter multiple times?** Repeating your message is a tried-and-true approach to advertising, but e-newsletters perform better when you keep things fresh each time you send out a campaign. Subject lines should be unique each time you send out a campaign. And even if you want to promote the same product or event in multiple campaigns, making small changes such as new photos and an updated headline will result in higher engagement.

See next page for technical guidelines....

GIVEAWAY WITH NAG BAGS!
WIN \$150 GIFT CARD

Head over to Instagram and join our community for the chance to win a \$150 gift card to our online store.

HOW TO ENTER:
♥ Follow us @nag.bags
♥ Like our giveaway reel
♥ Tag a friend/comment

ENTER TO WIN →

The giveaway will end on August 28th, and the winner will be DM'd by our account @nag.bags. Please don't respond or give personal information out to any other account.

NAG BAGS™
NATURAL ALTERNATIVE GRAZERS



Grow Your Business with Us.

Canadian Horse JOURNAL CANADA'S
Equine Guide
HORSE Journals.com

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marketing specialists today.

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www.HORSEJournals.com/advertise

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Get the MOST from your E-Newsletter Marketing

STEP 3 Good Design is Good for Business.

Take Advantage of our Complimentary Design Services

With 30 years of horse industry marketing experience, we can create an appealing layout that is adaptive to all screens. Here's a list of what we will need:

- Clearly state the goal for your newsletter.
- Send your prepared content, including your Calls to Action, and any descriptive text in either paragraph or point form. It's best to keep newsletter text to 200 words or less.
- Quality photos of products or services, and a good quality file of your company logo.
- Preferred link (to your home page, a specific product's page, your social media account, etc.).
- Subject line (42 characters maximum) and preheader line (30-80 characters).

Technical Requirements

IMAGE FILES: high quality (preferably 300 DPI) JPEG, PNG, TIFF or PDF files, 600 pixels wide, 800-1400 pixels high.

COMPOSITE IMAGES (i.e.: product or logo superimposed on a photo background): Please send as a PDF file that we can extract the individual images from, or send additional files of the background photo and the product image on their own. We promote your newsletter on our social media channels and each requires a promotional graphic in different dimensions. The best look will be achieved if we can start with the raw materials.

Building It Yourself?

Rather than a static graphic file, it's best to use an adaptive layout that will look great and be easy to read on any device. Provide one or two images (you can include a logo, or tagline, or other 'headline' style text within those images) and separate copy text that can be live and adaptive within the layout. With roughly half of all readers experiencing your newsletter on their phone, this is the best way to keep your message flexible, readable, and easily navigated.

Want to provide your own HTML code for the newsletter layout? Ask us for details.



Grow Your Business with Us.

Canadian Horse JOURNAL CANADA'S Equine Guide

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Hidden Lameness

Is Your Horse Suffering in Silence?

When you think of lameness, you probably think of a limp or change in gait that tells you your horse is hurting somewhere — perhaps from a hoof injury, an inflamed joint, or strained tendon. In fact, signs of lameness can be so subtle that even the most attentive horse owners may not recognize a problem until it becomes serious. But there are cues you can look for and actions you can take to keep your horse

In fact, the signs of lameness can merely present as resistance to work or worsening performance. Unfortunately, many horses "suffer in silence" because of these nonspecific signs. Even bucking or biting can be mistaken for a behavioural problem when limb or joint pain is the true cause.

[READ THE FULL STORY HERE](#)



Dechra has become a leader in global equine markets. In Canada we have established our sales as leaders in the area of animal



How to Create a Willing Equine Partner

Do you sometimes feel as if your horse resists you?

Many owners experience times when their horse does not want to be caught, ridden or perform the tasks they are asking of him. Here are some helpful tips for creating a willing equine partner.

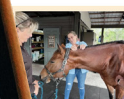


Earn Your Horse's Trust

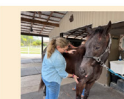
As with most animals, trust needs to be earned. Horses are prey animals and humans are predators, so you need to approach your horse with a certain mindset when teaching him to trust you. It is important to be able to read a horse's body language and to avoid using gestures, tones of voice and attitudes (your thoughts and intentions are very important when working with your horse) that the horse will perceive as threatening. Before working or interacting with your horse, clear your mind of any worries and negative emotions. Focus on what you want to accomplish with your horse and send positive, loving energy to him. Changing your mindset at the beginning of a training session can greatly change your horse's attitude and make that session more successful. As you continue to make training sessions less stressful for your horse and as he learns that you will not put him in a bad or dangerous situation, he will begin to trust you and see you as a stable leader.

Learn how physical comfort and environment can effect the bond you have with your horse....

[Click Here to Learn More](#)



How to Massage Your Horse



Become a Certified Equine Massage Therapist



OlisticAnimalStudies.org

LEARN & heal

