

Use a Template for Your Email Newsletter

By [Heinz Tschabitscher](#), About.com

It sounds obvious, but there are also some good reasons to use a template for your email marketing efforts. If you use a template

- users know what to expect
- users recognize the newsletter
- you have a template to cling to
- newsletter editing is less error prone

Of course, your design should and will not be carved in stone once you have put together a template. But trying new designs and testing alternative approaches is easier with a "standard", too.