

Backward Mapping Template: Existing Newsletters

STAGE 1: WHAT IS THE PURPOSE OF THIS NEWSLETTER?	
Identify Newsletter Goals: • What is the main goal/purpose of this newsletter? • What is a secondary goal/benefit? • Has the goal/purpose changed over time? If so, how & why?	
Reader questions (examples): • Who is this newsletter's audience? • How frequently do we send the newsletter? • Can a reader easily find the newsletter signup? • How is this serving the intended audience(s)?	Internal Process Questions (examples): • Who manages the content creation for the newsletter? • Who is involved in the newsletter process (design, editorial, production & sending)? • Onboarding / welcome email • Who is the face/voice/tone of the newsletter? • What other internal teams/stakeholders need to be involved?
How you can help readers help you (examples): • Easy sign-up / registration / subscription process (including unsubscribe) • Predictability • Ways to give feedback	How your newsroom can help to meet your goal (examples): • Clear ownership & workflow • An editorial calendar • Meet quarterly to review • Qualitative and quantitative analytics (i.e., annual survey)

STAGE 2: HOW DO WE MEASURE SUCCESS?

Metrics (examples):

- See goals list; is this conversions, referrals, open rates
- What's trackable in ESP?
- Is this newsletter tracked in analytics?
- What have we tested/changed?

Tools & processes to gather & analyze metrics (examples):

- Surveys
- ESP analytics
- Connect ESP to Analytics (Google/Adobe/Chartbeat)
- Other (like Metrics for News)
- Offline events (meetups, forums)

STAGE 3: HOW DO WE EVALUATE OUR WORK?

Has this newsletter reached its goals? If so, how?

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Has this newsletter not reached its goals? If so, why?

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SUGGESTED RESOURCES

- [Newsletter strategies for retention, trust & revenue](#) (API)
- [Case study: How metrics & surveys can help you better understand and serve your community](#) (Metrics for News)
- [Ask the experts: How you can make newsletters valuable in a reader revenue model](#) (The Audiencers)
- [Ask the experts: What are the most valuable engagement metrics to measure in a subscription model](#) (The Audiencers)
- [Tips on improving open rates](#) (Press Gazette)

- [Membership Guide](#) (while specific to membership models, this guide has useful reader engagement & loyalty building strategies)
- [Newsletter Inventory Spreadsheet](#) (make a copy for yourself)