



E-mail marketing - newsletter

Što je E-mail marketing ili newsletter marketing ?

- koristi za promociju proizvoda i usluga slanjem informativnih i promotivnih poruka putem elektroničke pošte



Faze provedbe e-mail kampanje



prikupljanje e-mail
adresa korisnika

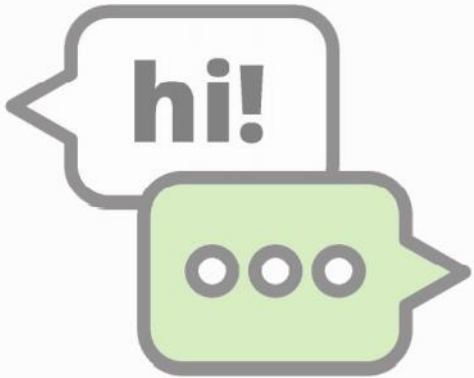


priprema
newsletter sadržaja



slanje newslettera

Vrste e-mail marketing kampanja



Pozdravna
kampanja

Promotivni e-
mail

Kampanja za
posebne
prigode

Automatizirane
e-mail
kampanje

Kampanja
zahvale

Standardna
newsletter
kampanja

Kampanja
podsjetnik

Kampanja
reaktivacije

Zašto koristiti e-mail marketing?



personalizirano
komuniciranje

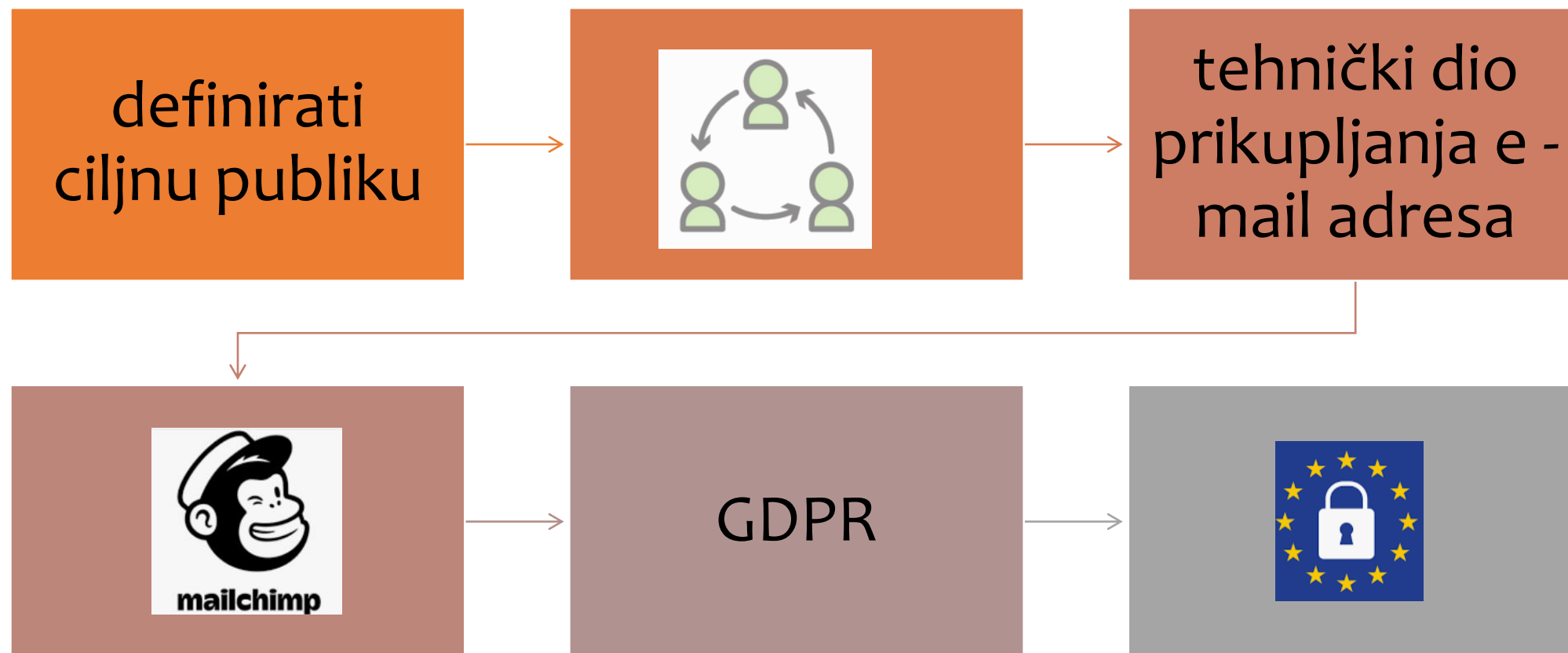


relevantnost
poruke



sadržaj koji se
želi podijeliti

Lista newsletter pretplatnika



Dizajn i sadržaj newslettera



✓ **Naslov**

✓ **Personalizacija**

✓ **Ime pošiljatelja**

✓ **Sadržaj**

✓ **Slike**

✓ **Call-to-Action**

✓ **Social media linkovi**

✓ **Odjava s mailing liste**

Sadržaj newslettera

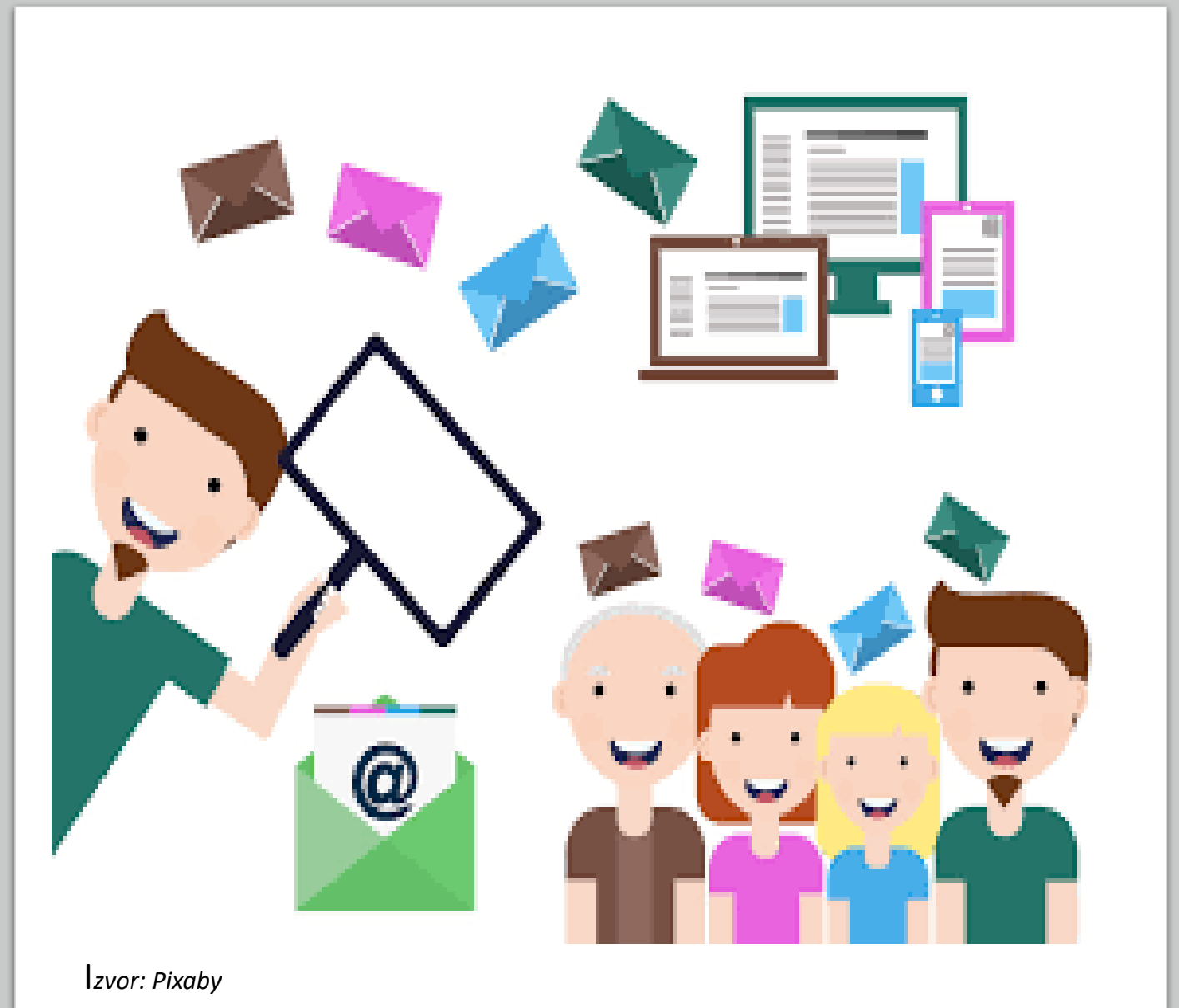




Koristi li vaša škola newsletter kao način
komunikacije i promidžbe?

Školski newsletter

- izvor informacija o događanjima u školi
- bolja digitalna vidljivost škole
- bolja komunikacija
- promidžba školskih aktivnosti



Ciljna skupina školskog newslettera

Učenici

Roditelji

Nastavnici

Značajke školskog newslettera

obavijestiti

podsjetiti

spojiti



Izvor: Pixaby

Što možemo uključiti u školski newsletter?



Trenutni i
predstojeći
događaji

Mini intervju

Terenska
nastava

Projekti

Osobni i
profesionalni
razvoj

Humanitarne
akcije

Zanimljivosti iz
škole

Zabavni kutak

Primjeri školskih newslettera

oblikovanje

struktura

fotografije

font

dizajn



Savjeti za dobar školski newsletter



Odaberite
digitalni alat

Odaberite
predložak
prema publici

Oblikovanje

Sadržaj je kralj
(*Content is
king*)

Mislite
vizualno

Odabir
distribucije

Zanimljivosti iz
škole

Zabavni kutak


Digitalni alati
za izradu
newslettera



Kako izraditi newsletter?











Nadzorna ploča



Dashboard

Home



Grow your audience with our free website builder

Find and connect with your audience. Create a Mailchimp website in just a few clicks and get access to built-in signup forms.

Create A Website

Dismiss

Audience:

FLEXSTART

Find a class near you

Download The App

Signup form

Available Fields	Required
<input type="checkbox"/> Email Address	<input type="checkbox"/>
<input type="checkbox"/> First Name	<input type="checkbox"/>
<input type="checkbox"/> Last Name	<input type="checkbox"/>
<input type="checkbox"/> Birthday	<input type="checkbox"/>
<input type="checkbox"/> Address	<input type="checkbox"/>

Subscribe

Sign up for our newsletter to get the latest updates on classes.

Email Address

Subscribe

```
graph TD; A[Prikupljanje e-mail adresa korisnika] --> B[Popis adresa u Excel-u]; A --> C[Signup forms]
```

Prikupljanje
e-mail adresa
korisnika

Popis adresa
u Excel-u

Signup forms

How would you like to import your contacts?

Not sure how to format your file? [Learn how](#)

- ☒ **Upload file**
Upload a CSV or tab-delimited TXT file.
- ☐ **Copy and paste**
Copy and paste contacts from a spreadsheet.

Continue to Upload



Ekonomska i upravna škola, Split

Popunite obrazac u nastavku kako biste se prijavili na newsletter.

Email adresa

Ime

Prezime

Uloga:

- ☐ Učenik
- ☐ Nastavnik
- ☐ Roditelj
- ☐ Ostali

Newsletter Ekonomska i upravna škola, Split

Vaši privatni podaci bit će zbrinuti po najvišim kriterijima i standardima. Osobne podatke koje ste naveli prikupljamo u svrhu kontaktiranja.

☐ Privola



Email

Design and send automated or regular emails to your contacts.



Customer Journey

Map out a marketing journey that delivers a unique experience to each of your contacts.



Email template

Design your own template or tailor a pre-designed one to fit your brand.



Multichannel design

Instantly create beautiful, on-brand designs you can use across marketing channels.



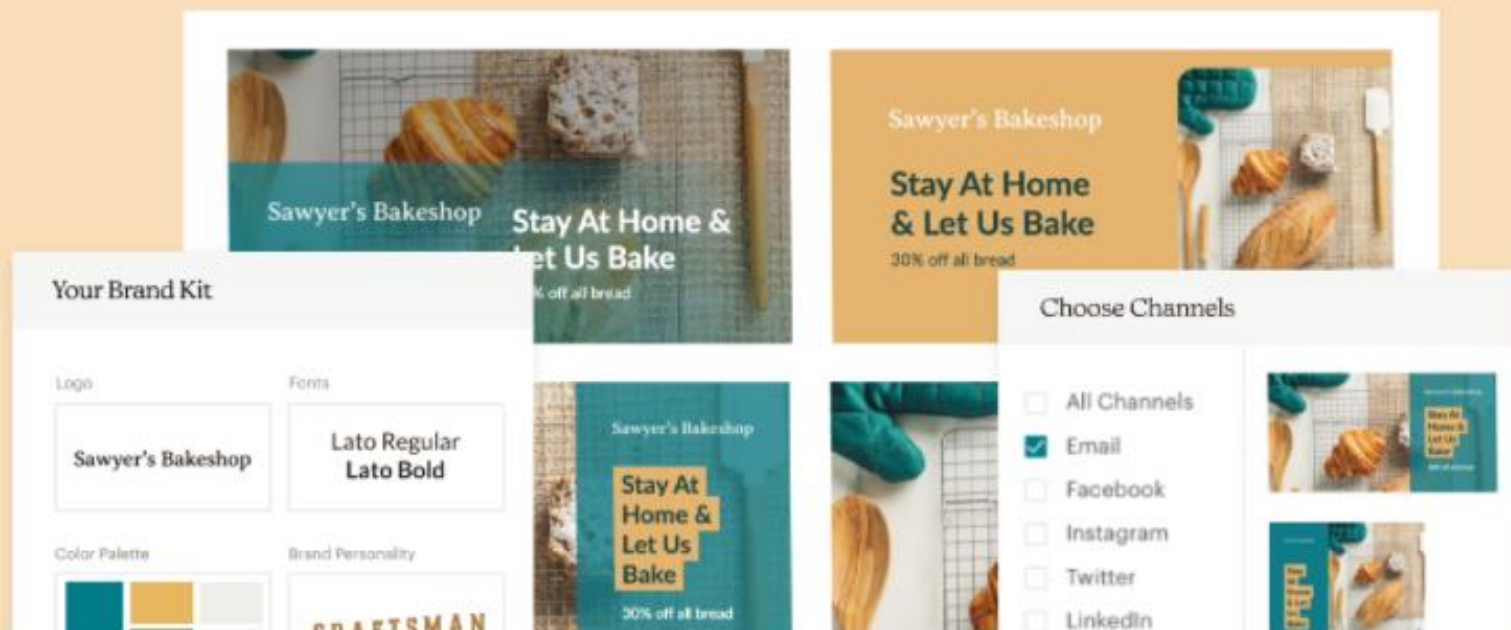
Landing page

Create a landing page to collect new contacts, promote a product, or offer a discount.

Stand out with designs made for your brand

Our Creative Assistant instantly generates beautiful designs just for your brand. Choose and edit your favorite options, and let our AI resize them for all your marketing channels.

Start Creating



We can help you find and create the campaigns you need. [Let us guide you](#)



Survey

Get business insights when you collect feedback from your audience



Ad

Target your contacts, find a new audience, or bring people back to your site with Facebook, Instagram, or Google ads.



Social post

Share and track posts across your social channels.



Signup form

Add a pop-up or embedded form to your website to collect subscribers.



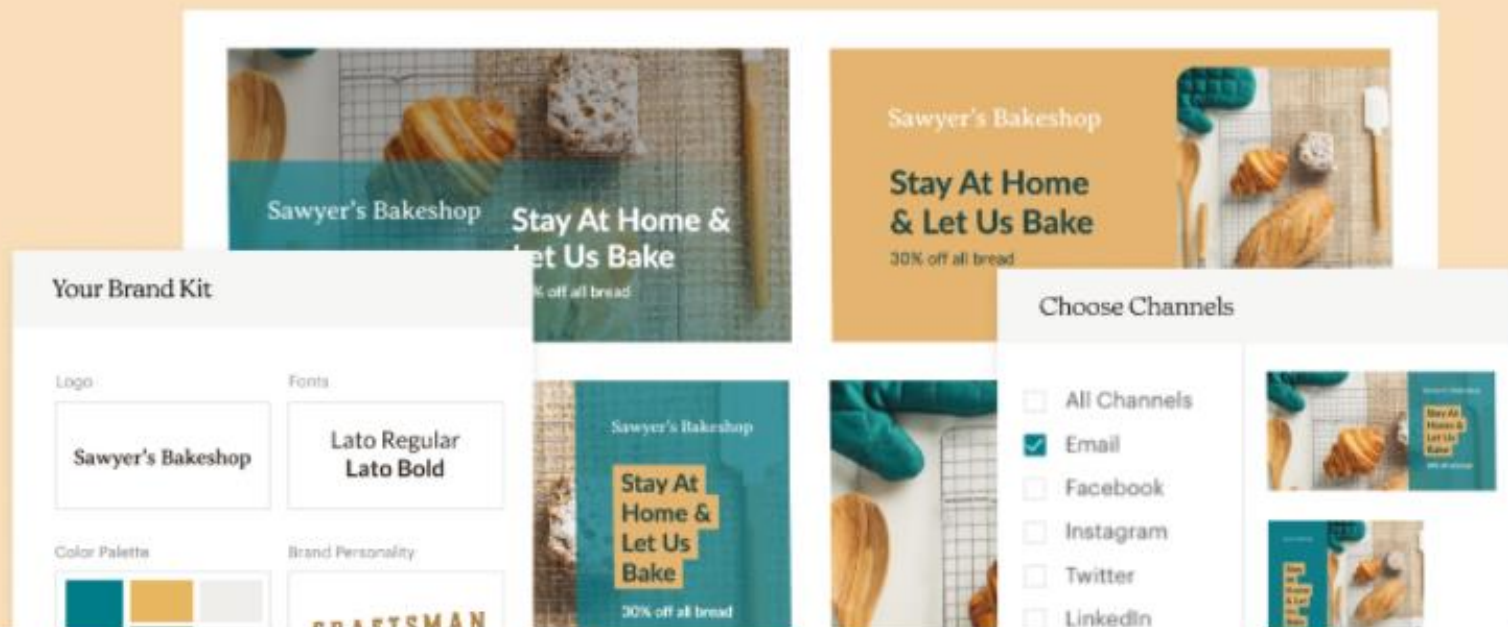
Contacts

Add new contacts by uploading a spreadsheet, copy/pasting, or importing from another service like Google Drive.

Stand out with designs made for your brand

Our Creative Assistant instantly generates beautiful designs just for your brand. Choose and edit your favorite options, and let our AI resize them for all your marketing channels.

Start Creating



We can help you find and create the campaigns you need. [Let us guide you](#)

Landing page

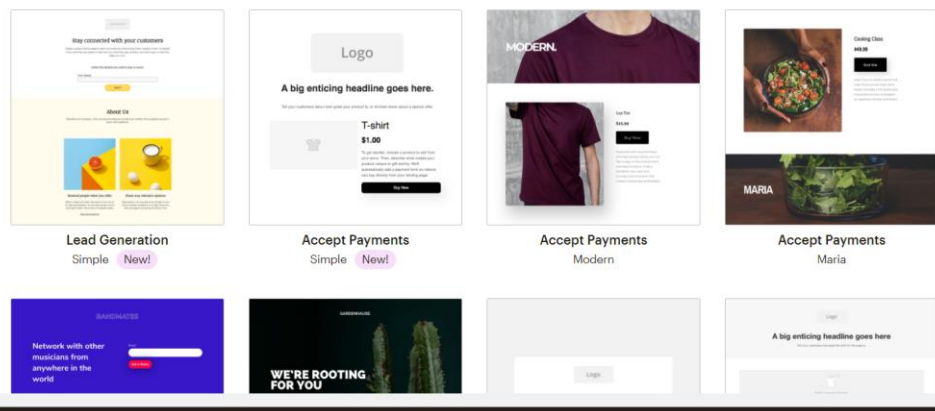
Design a landing page to achieve a specific marketing goal. Landing pages can help you attract new customers and increase conversion rate. What's your goal?

Landing Page Name

Školski newsletter



Select a template

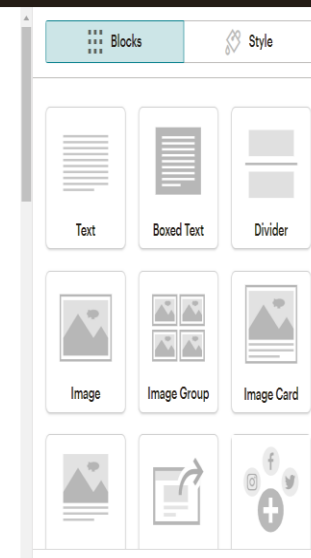


Logo

Stay connected with your customers

Create a simple landing page to reach your audience online during these uncertain times. Give an update on what business will look like moving forward, how you're keeping your customers and employees safe, and what you're doing to help your community.

Let people know what they can expect to hear from you when they sign up below, and add a logo to make this page your own.



- Vaše ideje za školski newsletter



Hvala na pažnji!

