

Educational Newsletter

A weekly educational newsletter designed to help customers better understand fasteners while positioning Earnest Machine as a trusted expert in the industry.



THE IDEA

Designed to educate beyond the sale, the weekly newsletter transformed technical fastener knowledge into practical, engaging content customers could apply in their day-to-day work. Each edition reinforced Earnest Machine as a trusted source of expertise.

THE RESULTS



37.0%

AVERAGE
OPEN RATE



4.3%

AVERAGE
CLICK RATE



4

CUSTOMER
SEGMENTS



52

WEEKLY EMAILS
PER YEAR

HOW IT WORKED



TOPIC RESEARCH

Identify customer questions, misunderstood concepts, and educational topics.



ARTICLE WRITING

Write original, in-depth articles that educate and provide real value to readers.



EMAIL DESIGN

Create engaging email layouts that highlight the article, Fact of the Week, and glossary terms.



AUDIENCE SEGMENTATION

Send to four distinct customer segments with relevant messaging.



PERFORMANCE ANALYSIS

Monitor opens, clicks, and engagement to guide future content development.

MY ROLE

- ✓ Content planning
- ✓ Topic research
- ✓ Technical copywriting
- ✓ Graphic design
- ✓ Email production
- ✓ Campaign analytics

KEY TAKEAWAY

By consistently publishing original educational content, the weekly email became a trusted resource that strengthened customer relationships and reinforced Earnest Machine's industry expertise.

Education builds trust.
Trust builds relationships.
Relationships drive business.