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Email Newsletters: How to Avoid the Time-Sucking Component

By [Rebecca McIntyre](#) on September 17, 2014

Creating email newsletters can sometimes be a drag on your time, but they should still be a key component of your content marketing efforts. They can be one of the main channels that you use to disseminate valuable content to your target audience. Remember, this is yet another chance for you to connect with consumers.

At the same time, creating email newsletters may require a lot of work. Many marketers these days are struggling with time constraints, and anyone who has put together an email newsletter knows that it's more time consuming than others may think.

There are many questions running through marketers' minds when they think about creating email newsletters: How can you fit this into your schedule? How do you best engage your customer base? And then, how on earth can you find appropriate, meaningful, and relevant content quickly and easily in order to stay on schedule and keep nurturing your customers?

Many marketers have experienced the frustration that comes along with the time-consuming steps of sifting through irrelevant, brief content. This is, however, something that can be aided through the use of an effective content marketing platform (like Opentopic, of course), as well as several other smart tactics.

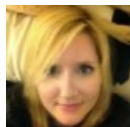
In an [article](#) written by Jeanne Jennings and published on ClickZ, she talks about how the use of editorial calendars, automation, and curation can help to ease your email newsletters marketing pains. Read on for more detailed advice!

[www.clickz.com](#) — Email newsletters are a great way to get your content marketing efforts out to the public. Here are three tips for cutting down the time it takes to produce an email newsletter.

Opentopic makes it surprisingly simple for marketers to engage and acquire customers with a steady stream of meaningful content. Ready to get started? Our team is ready to help. [Contact us](#) to find out what Opentopic can do for you.

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About Rebecca McIntyre

Rebecca is the Marketing Manager at Opentopic. She has worked as a marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.



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