

# CONTENT MARKETING - ENEWSLETTERS

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## What are eNewsletters?

Like lifecycle emails, eNewsletters are also permission-based emails that offer value to your customers. When your customers sign-up for your product or service, you can prompt them for these eNewsletters' subscriptions.

eNewsletters are typically distributed weekly or monthly, the distribution of lifecycle emails can vary according to your campaign.

## How do eNewsletters Work?

eNewsletters are emails you send out to both existing and new customers. The emails can contain information about your product, service, or even company-related information. You can include full-length articles or short image-based content, which links out to some specific landing pages of your website.

## Benefits of eNewsletters

An eNewsletters is a promotional tool for your content. For instance, you can email your customers a new whitepaper, an ebook, a webinar, or a video that you have recently created. You can also create aggregated content such as a round-up of all your blogposts for a particular month and send it out as an eNewsletters to your customers.