

How to Develop an E-mail Library Newsletter : a Cakewalk

Dr. Sanjay Mishra

Email is a friendly and cost effective technology for communication. Libraries effectively making use of e-mail for marketing the library products and services. Library newsletters furnish with promotional and informative description of information products and services. Library newsletters furnish with promotional of Newsletter for libraries follow the same process as similar as similar to the business newsletter. But use Like any other promotional tools, success of email newsletter is depending on content presentation, layout, layout, quality of content and delivery time etc.