

# Engage Your Audience on a Deeper Level

LinkedIn newsletters are a game-changing tool for thought leaders looking to engage their LinkedIn following on a deeper level.

## The Power of LinkedIn Newsletters: Statistics

- **98%** of the top 500 LinkedIn newsletters belong to individuals, not companies or organizations
- In the first 24 hours of launching a newsletter, **10%** of followers typically subscribe
- LinkedIn Newsletter publishers have reported open rates between **27-50%**.
- Hootsuite's LinkedIn Newsletter campaign promoting a product release in 2023 yielded the following results:
  - Generated **over 1,000** leads in just one week
  - Achieved a **73%** open rate and a **48%** click-through rate
  - Resulted in **74** marketing-qualified leads, **26** sales-qualified leads, and **21** closed deals

These statistics demonstrate the incredible potential of LinkedIn newsletters for individuals looking to engage their audience, generate leads, and drive real business results.

## LinkedIn Newsletter Benefits

By launching your own newsletter, you can:

1. **Reach Your Subscribers Directly**  
Each subscriber will receive an email notification when a new newsletter is published, which can be accessed through their LinkedIn inbox or email client.
2. **Amplify Your Reach on LinkedIn**  
Every newsletter edition is also shared in your feed, exponentially increasing your visibility and reach on the platform.
3. **Create SEO-Friendly Content**  
The articles you publish in your newsletter become searchable content, making it easier for people to find you and your expertise outside of LinkedIn.
4. **Target Specific Segments of Your Audience**  
With the ability to create up to 5 different newsletters, you can tailor your content to cater to the specialized interests within your following.

**The bottom line?** If you have a LinkedIn following, no matter the size, you're missing out on a massive opportunity if you're not leveraging newsletters to engage your audience and build your brand.

Here's why a LinkedIn newsletter is a must-have for any thought leader:

- Build a highly engaged email list of followers who are eager to hear from you.
- Promote your products, services, and content directly to interested subscribers.
- Showcase your expertise and authority by consistently delivering valuable content.
- Keep your brand "top of mind" even when your audience isn't actively browsing LinkedIn.

## Getting Started

Launching a LinkedIn Newsletter is a 3-step process. You **must complete all three steps** completely in order to successfully launch your LinkedIn Newsletter. Follow the instructions for each step below.

### Step #1 - Activate Creator Mode

- Enable Creator Mode on your LinkedIn profile. [Here's how to activate Creator Mode:](#)
  - Click your Profile Photo icon at the top of your LinkedIn homepage
  - Click View Profile
  - Click Creator Mode Off under Your Dashboard
  - Click Next in the preview pop-up window
  - Add 1–5 topics (hashtags) that you post about the most
  - Click Save
  - Follow the prompts to turn on Creator Mode

### Step #2 - Create your LinkedIn Newsletter

- Next, go to LinkedIn Feed and click on "Write Article." This will take you to a Publish As page.
- Select either your individual profile or company you want to write the newsletter under.
- Under Manage, click "Create a Newsletter."
- Craft an engaging newsletter title, set your frequency, and write a compelling description that tells the audience the value they will receive from subscribing to your newsletter.
- Upload a captivating profile image with your branding (300x300 pixels image size).

Here is a screenshot to show you where you will enter your Newsletter details:

✕

### Create a newsletter

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**Newsletter details**

Newsletter title\* How often do you want to publish?\*

Select one ▾

Newsletter description\*

This description appears alongside your newsletter title

Add an image or logo for your newsletter to increase engagement.  
The recommended image size is 300x300 pixels.

[Upload image](#) ➔

**Your connections and followers will be invited to subscribe**

We'll notify your network when you publish the first edition of your newsletter and invite new followers to subscribe.

**You will be subscribed to your newsletter**

We'll send you a copy of the notification and email that we send to your subscribers.

**Your newsletter will be featured on your profile**

We'll add your newsletter to the Featured section on your profile when you publish your first edition. You can always remove it from the Featured section at any time. [Learn More](#) ➔

Cancel
Done

Here are some examples of impactful LinkedIn Newsletter Titles, Descriptions & Branding:

NEWSLETTER

## FreedomFriday™ Newsletter

Actionable Tips to Launch, Grow & Monetise Your Personal Brand | Be You. Earn More. Live Free 🍷

Published weekly  
6,124 subscribers

**By William Choi**

Grow & Monetise Your Personal Brand on LinkedIn...

NEWSLETTER

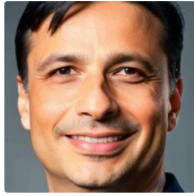
## Social Selling Insights

Distinctive insights on how to use Social Selling & LinkedIn to Boost your Sales and Marketing revenues

Published biweekly  
67,435 subscribers

**By Richard van der Blom**

Helping B2B Sales Teams Fill Their Pipeline & M...



NEWSLETTER



# A Million Dollars in Revenue

A Millionaire's Journey is designed for business owners and entrepreneurs who aspire to grow and scale to 7 figures.



By **Shankar Poncelet**

■ Founder & CEO | Board Advisor | Mentor | Crypto ...

Published weekly  
3,992 subscribers

## Step #3 - Send a Launch Email for your LinkedIn Newsletter

- Once you click the “Done” button, you will see the newsletter creation page.
- This is where you will craft your first newsletter - your Launch Email. Here is how to do that:
  - Create a Cover Image for the Newsletter (1920x1080 pixels image size).
  - Provide a Title (i.e. Welcome to the \_\_\_\_\_ Newsletter).
  - Use the template provided below to craft the Launch Email.

### Launch Email Template:

*Hello there,*

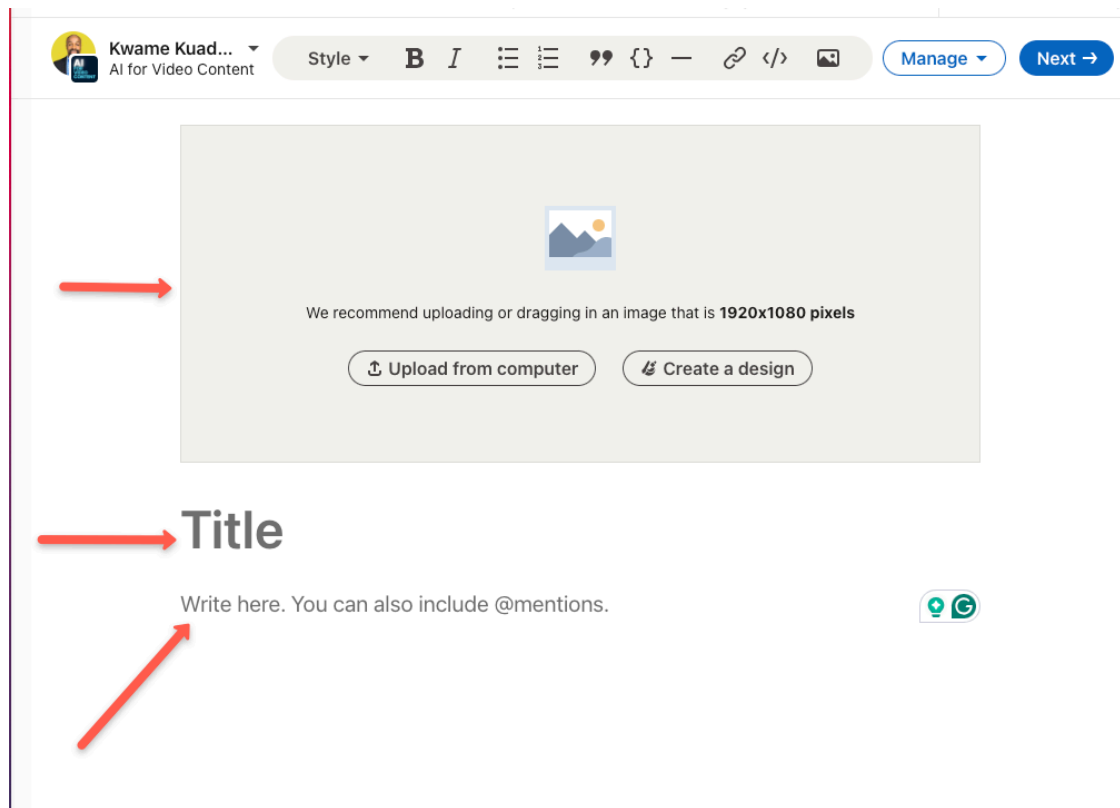
*I am launching a newsletter, **(Insert LinkedIn Newsletter Title Here)** focused on **(Insert Value that the Newsletter Provides and What They Will Get By Subscribing)**.*

***(Insert your Newsletter Topic)** is the **(Provide a Statement with Supporting Data About Why It Is Important and Why People Should Pay Attention to this Topic)**.*

*My objective is to empower **(Insert your Target Audience Here)** to harness the power of **(Insert your Newsletter Objective and Goal Here)**.*

*Please consider subscribing and sharing!*

Here is a screenshot to show you where you will create your Launch Email:



## What to Expect at Launch

The number of subscribers you gain within the first 48 hours of launching your newsletter depends on your activity and engagement on LinkedIn.

Typically, you can expect 10-20% of your followers to subscribe. For example, if you have 2,000 followers, you could gain between 200 and 400 subscribers in just two days - an incredible opportunity to connect with a significant portion of your audience more directly.

## Tips for Newsletter Success

- Don't wait for a massive following to launch - start now, even with a smaller audience (e.g., 600 followers), and focus on growth over time.
- Know your audience inside out - ask questions, listen, and tailor content to their needs.
- Craft compelling, clear, and slightly spicy subject lines to entice readers to open your newsletter.
- Deliver only the highest-quality, valuable content that addresses your audience's pain points and interests.
- Encourage engagement and feedback from readers to gain insights and grow your subscriber base.
- Be consistent with your schedule to build trust and improve open rates.

**The opportunity is clear:** Harness the power of LinkedIn newsletters to engage your audience on a deeper level, grow your influence, and skyrocket your impact.

Don't miss out on this game-changing tool - start building your newsletter today!

Need help launching a successful LinkedIn newsletter? I'm here to help.

Reach out to me, Kwame Kuadey on LinkedIn (<https://www.linkedin.com/in/kwamekuadey/>), and let's work together to create a newsletter strategy that delivers real results and grows your brand.



**Kwame Kuadey**  
Co-Founder & CEO, Pioneer Branding