

# THE TECHIE TABLET

The official company newsletter of Portal Tech Co.



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Written by Richard Sanchez

Company newsletters are essential in building relationships with your employees, customers or even prospective clients. Engaging and professionally-made company newsletters have the power to inspire loyalty and repeat business. Get in touch with the people who matter to your business by making company newsletters one of your priorities.

Make your newsletter a beautiful representation of your company by inserting your logo, infusing it with your brand colors, and including official images from your files! Do you want to send out newsletters for Halloween or Christmas? Do you want to show the fun side of your company for a change? Or do you want to use your company newsletter to advertise your new products or services to new and existing leads? The options are endless!

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Written by Marianna Joyner

When sending out a company newsletter, keep in mind these three things. First, send out your newsletter regularly. Stick to your promise if it's going to be weekly, monthly or quarterly. Second is to have a proper layout. Make your newsletter is interesting and easy to read. Lastly, ensure the quality of the content and images you will share.

It's very crucial to plan how your company newsletter will come to life. Will you be assigning the writing tasks to your employees who are good with words or hiring an off-site employee for the task? Who will provide the images? Will these be sourced by human resources or will a professional photographer will be designated for it? These are just some of the many questions you need to answer.

Once you have made the relevant decisions and have your newsletter's editorial team built, brainstorm on the content you will share. Since a company newsletter can serve a variety of purposes, ensure the messages you will publish are aligned with your objective. Don't hold back on light materials too, such as comics, fun photos from your company vacation, or inside jokes written in good taste. Some comic relief is a great way to keep readers interested!



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