

# Findings on Audience Preferences in Newsletters

Date: [Insert Date]

To: [Recipient Name]

From: [Your Name]

Subject: Insights on Audience Preferences in Newsletters

## Introduction

This letter outlines the recent findings regarding audience preferences in our newsletters. Understanding these preferences will enable us to tailor our content more effectively.

## Key Findings

- **Content Type:** 70% of respondents prefer informative articles over promotions.
- **Frequency:** Most respondents (60%) favor receiving newsletters bi-weekly.
- **Visual Elements:** 75% indicated that they are more engaged with newsletters that include visuals like images and infographics.
- **Mobile Accessibility:** 80% of readers access newsletters on mobile devices, highlighting the need for mobile-optimized layouts.

## Recommendations

Based on these findings, we recommend the following actions:

1. Incorporate more informative content and reduce promotional material.
2. Adopt a bi-weekly schedule for sending out newsletters.
3. Enhance visual content by including more images and infographics.
4. Ensure that newsletters are mobile-friendly.

## Conclusion

By implementing these recommendations, we can better align our newsletters with the preferences of our audience, ultimately improving engagement and satisfaction.

Sincerely,

[Your Name]

[Your Position]

[Your Organization]