

# THE PHOTOGRAPHER'S DIGEST

The Official Newsletter of the Shutter Club NY



## THE CURATED ARTICLE LIST:

Drone Cameras  
Group Composites

## OLD LOOK, NEW TECHNOLOGY

Vintage cameras get a tech upgrade

Delivering newsletters through email is one of the best ways to build a strong relationship with your members and customers. Give them exclusive access to your latest collections, services, and limited offers while simultaneously improving the visibility of your brand. No need to limit yourself to brochures or billboards. With a simple click, clients can be up-to-date on your newest and biggest releases at home, work, and even while traveling.

Email newsletters can also help you grow your company. After all, it only takes a few seconds for relevant information to reach your clients. That's why it's important to have engaging content that will keep them subscribed for years to come. Add your logos, photos, and other brand materials to make sure everything is clean and consistent.



For a newsletter that people will look forward to receiving, align the look and feel of your design with your brand's identity. Write quality content and add matching images. You might also want to reward users for signing up, or include polls and surveys to gather useful data.

Remember: this is a powerful marketing tool that can benefit both you and the reader, while providing them with valuable information about your business. Use it well, from sharing informative blog posts or announcing upcoming events, product launches, and company milestones. When you're ready to send out your newsletter, review your copy and edit it accordingly.

## PHOTOGRAPHY IN YOUR POCKET

### The most compact drone cameras

Because newsletters are easily sent online, you can weave all of your important and latest services in one go. Include daily updates or a weekly round-up that's composed of concise information about the nature of your business. Whether you're in tech or the entertainment industry, craft interesting content that your customers will enjoy at first glance.



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*Don't let size fool you. When it comes to aerial photography, these tiny cameras are a seriously big deal.*