

бік своїх бажань думки, підкріплені позитивними емоціями з високими вібраціями, то транслює в загальне квантове поле потужний електромагнітний сигнал. Він приваблює в життя реальність, що відповідає бажанням людини.

Розглянемо це на прикладі. Людина прагне добробуту та багатства, але водночас мислить як бідна й відчуває себе бідною. Відповідно до теорії квантового розуму, вона не зможе "притягнути" заможне життя. Думки — це мова мозку, а почуття — мова тіла. І якщо мозок і тіло перебувають на різних хвилях і вібраціях, то квантове поле не зможе надати людині бажаного.

Усвідомлення того, що кожен із нас має великий потенціал для створення омріяної реальності, — перший крок на шляху до нового життя. Проте лише розуміння цього факту

замало — усвідомлення без подальших дій не допоможе стати заможним, чи відомим, чи розумним, чи здоровим.

Як бути щасливим, легко використовувати свої можливості та досягати мети? Як навчитися мислити "заможню" й отримувати від життя те, що бажаєш? Що, скільки й чому людина "притягує" у своє життя? Як досягти процвітання та впустити в життя щастя, здоров'я, любов?

Тільки сама людина може вирішити, які імпульси "відправлятиме" у квантове поле та чи застосовуватиме "ефект спостерігача" для залучення бажаного. Використовуйте "секрети" квантової фізики та дійте!

(Далі буде)

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Electronic newsletter in the system of social communications: prospects for effective use

The article substantiates the necessity to expand research methodologies into the electronic newsletter format. It was acknowledged that modern scientific discourse reluctantly chooses the electronic bulletin as an object of research. At the same time, scholars concur with the fact that this format demonstrates potential while being a user-friendly channel of communicative interaction as well as providing an opportunity to create personalised communication and offer exclusive content, etc.

The article examines the examples of the most sought-after newsletters such as: editorial newsletters from The New York Times, aggregated newsletters from SmartBrief, Think with Google resource, The Menu newsletter from SparkToro technical startup, Confident Computing's latest technology newsletter from Ask Leo! website and the female-focused Daily Skimm newsletter from theSkimm media company. The specifics, characteristics, and advantages of this form of interaction with the audience are analysed.

It is concluded that tailored personalised content that the user receives via e-mail allows the company to effectively communicate, interact with its target audiences, increasing the level of engagement, building trust and upholding reputation. In this case, the indicators of the website opening, clickability and conversion, make it possible to improve the strategy of email distributions, which will ensure better results. The electronic newsletter is a modern, up-

to-date format which helps to perform effective multi-functional social communication, provided it contains interesting, high-quality, interactive, scheduled content aimed at the target audience.

Keywords: electronic newsletter; e-mail; e-mail distribution; email-marketing; promotion; subscribers; interaction; engagement

The problem in general. Scholars attribute the genesis of newsletters to effective communication channels employed by organizations to disseminate information regarding developmental strategies, new practices, offerings, news updates, and forthcoming events to their employees [28]. Later, newsletters became available to the public, thereby forming a potential audience of customers. Owing to this product, customers were notified of the company's activities and new products, and the newsletter itself commenced to perform the function of shaping consumer behaviour, stimulating customer satisfaction, and thus strengthening loyalty. The newsletter as a communication format was aimed at communicating with clients and other audiences, creating an attractive and strong corporate image. Nowadays, the potential of the newsletter has grown significantly. It has almost completely switched to the online format, which has become established at the level of methodology. Currently, dealing with the subject of this communication channel, the term "electronic newsletter" is used (as options: electronic newsletter/e-bulletin; Eng. — electronic newsletter /e-newsletter). The transition to a digital format is due to the complexity of the production of printed copies and the costs of their distribution.

Taking into consideration modern marketing goals, S. Bondarenko singles out 6 tasks of an electronic newsletter: 1) inform about the offer in detail; 2) gain trust; 3) process objections (if it is expensive, difficult or what the guarantees are); 4) segment offers if necessary; 5) personalise the mailing so that the offer becomes "hot" or at least "warm"; 6) turn the addressee into a client and retain in any way [2]. It should also be pointed out that the modern e-newsletter is not only sent by e-mail, but also via messengers such as Telegram, Viber, Facebook Messenger and WhatsApp. Summarising, it is worth mentioning that it is possible to work out the actual function of an electronic newsletter as an opportunity to collect the latest news, convey it to brand partners on the terms of the authors in a simple, useful and easy-to-understand format.

Analysis of researches and publication. Modern scientific discourse reluctantly chooses the e-bulletin as an object of study. Scientists report this format to have immense potential and be a convenient channel of communicative interaction in the "brand-client" system, providing an opportunity to create personalised communication and offer

exclusive content, etc. [9]. However, at the same time, the electronic newsletter is considered only as a tool of electronic marketing, and, therefore, we either encounter a slight mention of it [1], or researchers describe the specifics of the format in a few paragraphs in the review sections of their scientific works, unfortunately, without paying much attention to the detailed analysis, which newsletters, definitely deserve [11; 13; 21]. A different situation can be observed taking into consideration publications that focus on providing practical recommendations and advice to those who seek to increase the effectiveness of their own brand in the e-commerce system. There, new collections of life hacks, manuals from e-marketing "gurus" appear every year [6; 7; 22], the process of active content creation is taking place on specialised websites, which teach what an electronic newsletter is [3], how to create it correctly [14; 16], how to make a design [15] and how to work with templates. The network also offers many selections in the format of "The Best Marketing Newsletters", which are worth paying attention to, because they provide quick access to examples of high-quality content. Thus, this is the reason to talk about the expediency of the scientific analysis of the "email newsletter" format due to the lack of its comprehensive understanding in the research discourse.

Formulation of the purpose of the article. The paper **aims** to systematically study the marketing potential of the newsletter. In order to successfully achieve the goal, different examples of newsletters were chosen as an object of the analysis in view of the final result: products from the mass media (editorial newsletters), in particular from *The New York Times*, aggregated newsletters from *SmartBrief*, the *Think with Google* tool, *The Menu* newsletter by Amanda Natividad, VP of Marketing at *SparkToro*, *Confident Computing* newsletter about the latest technology by *Ask Leo!* and the *Daily Skimm*, a women's newsletter from *theSkimm* media company.

The list of the newsletters under research is compiled based on online selections that offer ordinary users to subscribe to this type of digital product. These bulletins appear in most selections for the year 2023 and are included in the top ten. Such world-famous resources as Forbes, LinkedIn and Medium are among those who recommend these newsletters, therefore, there is a high probability that they will end up in the information basket of the

average user. In the process of the research, the method of discursive analysis and comparativist tools were applied.

Presentation of main materials. Currently, the online newsletter is a tool of e-commerce, or more precisely, an e-marketing tool. This tool proves to be efficient for promoting products and services. Despite the availability of alternative online communication channels, the email remains relevant and in demand. According to Statista, there will be 4.37 billion users of this service worldwide in 2023. Their number, as stated in the forecasts, will continue to increase, and is expected to reach the mark of 4.6 billion in 2025 [5]. It must be emphasised that the average email user has 1.75 email accounts. Even a basic arithmetic of the number of e-mail accounts gives an impressive figure of 7.7 billion (some researchers refer to the figure of 7.9 billion accounts) with an incredible throughput of 347.3 billion letters per day, which is 3.13 million letters every second. Almost 90 percent of Internet users receive newsletters regularly, and 9 out of 10 such newsletters contain advertising [18]. Email and newsletters have proved to be efficient in connecting brands directly with their customers. Email newsletters serve as a conduit for the dissemination of diverse content, including but not limited to news updates, product information, and service offerings. They can also be used to build relationships with new customers through premium advertising. This form of advertising can assist brands in delivering supplementary value for the customers. The advantages of this channel can be identified as follows:

- high opening rate (email newsletters often demonstrate a heightened opening rate, signifying an increased likelihood that customers will perceive the disseminated information);

- high cost efficiency (electronic bulletins represent an effective means of investing financial resources, as they afford the prospect of purposeful communication with the audience in return);

- the prospect to cultivate trusting relationships with both existing and potential clients (through constant delivery of useful and engaging content, users tend to develop a sense of respect and trust towards the brand);

- the potential to assess the efficiency of the channel (engagement metrics such as openings, clicks, website visits, and, consequently, purchases from the accounts);

- building a robust customer base (incentives, such as discounts or complimentary content, function as catalysts for fostering newsletter subscriptions, thereby expanding the customer base and increasing sales potential);

- enhancement of brand loyalty, the ability to consistently organically remind customers about the brand via exclusive offers.

This list is inherently non-exhaustive and subject to variation based on the specific objectives of the company or brand. However, it is evident that email marketing is proficient not only in the context of newsletters, but also in email correspondences with website visitors who have availed downloads, customer welcome letters, notifications regarding promotion for loyalty programme members, as well as giving advice and other support-oriented content for customers [9, p. 198].

Given the list of primary advantages associated with newsletters, the projects which made up the subject of the study were precisely analysed with respect to the indicators that encourage those who are engaged in email marketing to adopt this format.

The compendium of newsletters disseminated by The New York Times may be classified as editorial newsletters, which, as defined by Mughees, represent an efficacious electronic marketing tool that permits publishers within the realm of mass media to impart content to both their existing and prospective customers. Commonly, editorial bulletins "are composed of extracts from the publisher's website written in an easily digestible format. They are then sent out in emails attached with relevant videos, images, and other resources" [17]. This content serves the purpose of marketing promotion of the best website posts, able to capture the interest of potential users towards its functionalities. In accordance with a similar objective, in the year 2014, The New York Times participated in the prevailing at the time trend of sending out newsletters via e-mail. At the launch, the publication offered approximately 10 complimentary newsletters to their users. Subsequently, within a year their quantity tripled to 33, and the open rate, denoting the percentage of users who not only received the email but also proceeded to open and/or peruse its contents, attained a notable 70% [23]. In the year 2023, the NYT offers an extensive number of 100 newsletters that are distributed to users, predominantly free of charge. However, since 2021, selections have been accessible to users solely under the terms of digital subscription. All the bulletins are consolidated into thematic and functional groups, including "Featured", "Exclusive" (subscriber-only newsletters), "News briefings & analysis", "Topics of interest", "Culture & lifestyle", "Sports", "Special offers" as well as two foreign language newsletters, in Spanish and Chinese. The most extensive group is the "Exclusive" group which comprises 24 newsletters

and subscribers receive one-of-a-kind multi-format content directly to their email addresses. This content embraces music tracks from The New York Times Audio, expert song searches, streaming TV and movie recommendations, literary reviews and advice, original author perspectives of current events, restaurant reviews, analytical insights on politics, culture, psychology, technology, ecology, economics and business, sports, history, etc. The majority of bulletins are personalised by their authors, including university teachers, journalists, writers, columnists, philosophers. These experts are engaged in email communication with the readers. At the same time, certain newsletters disseminate information prior to its publication on The New York Times website. Consequently, it is evident that the editors depart from the main function of the editorial newsletter, which is to distribute the content of the website. The format transforms into an autonomous channel of personalised communication with the audience. In accordance with the editorial plan, newsletters are expected to fulfil various roles:

- complimentary newsletters are supposed to keep readers informed about the offerings of the publication and create a regular reading habit;

- automated and semi-automated emails dispatch a single link and are not intended to encourage frequent customers' return visits to The New York Times website;

- newsletters for subscribers are aimed to both retain existing subscribers and increase the overall subscriber base [26].

The nearly decade-long working experience of The New York Times with editorial newsletters demonstrates the substantial potential of the service. Editors have observed that retaining individuals who do not receive any newsletters poses the greatest challenge. Conversely, individuals who receive at least one free newsletter are more inclined to maintain their subscription to the publication. Moreover, those who receive two free newsletters demonstrate an even higher probability of subscription retention. Recipients of paid newsletters constitute the genuine audience of the publication, fostering continuous renewal of digital subscriptions. Individuals who receive two or more paid newsletters are a deeply engaged audience which an editor can rely on.

Regarding free newsletters, the absolute front-runner here is the daily news project *The Morning*, which as of 2023 boasts more than 17 million subscribers [4]. Each morning, a registered user who has opted for *The Morning* receives a selection of more than 15 news articles via email, meticulously prepared by a team of journalists under the lea-

dership of David Leonhardt. The project was launched in 2014, and underwent a rebranding of its newsletter in 2018, considering the advice and recommendations offered by its readership [12]. In 2023, The New York Times initiated the launch of a complimentary, geographically targeted newsletter focusing on severe weather events the goal of which was "to inform planning and enhance "situational awareness" of extreme weather risks in any combination of places readers care about" [8].

On a daily basis, aggregated newsletters from SmartBrief filter posts from "thousands of sources daily to deliver the most relevant industry news in partnership with more than 180 trade associations, professional societies, nonprofits and corporate entities" [24]. The bulletins are categorised by 16 industries, offering selections of current news pertaining to events within a particular industry. Associations that participate in the SmartBrief project, publish relevant offers on their own websites, encouraging their members to subscribe to their newsletters. For instance, the National Retail Federation appeals to the visitors of their website (<https://nrf.com/>) with the following message: "Designed specifically for retail professionals around the world, NRF SmartBrief: Global Edition is a daily e-mail newsletter. It provides the latest news and information impacting the global retail industry. This newsletter is available to all. Sign up for the NRF Smartbrief: Global Edition" [20]. Similar information may be accessed through the online repositories maintained by fellow project contributors. As of the year 2023, SmartBrief is in the process of preparing upwards of 200 partner specialised newsletters, sourcing content from various media platforms, specialised publications, and blogs. Established in the year 2000, this project has maintained a presence in the industry for over two decades. The primary revenue stream stems from advertising, which is distributed together with newsletters.

Think with Google is designed to be a multi-lingual information hub tailored to attract, serve, and satisfy the information needs of customers. Rooted in an analytical framework, the centre works based on data received and personalised by Google. The data is aligned with opinion leader content, informative articles, website analytics, marketing algorithms, consumer preferences, etc. Eric Endres calls *Think with Google* a "a virtual cornucopia of marketing information and insights ready for you to explore" [10]. Publications from Google are organized under distinct headings:

- Insights. Ideas. Inspiration;
- Trending Right Now;

- Consumer Insights;
- Marketing Strategies & Innovations;
- In-Depth Reading.

The "Tools" section, which contains services capable of helping to find an audience (Find My Audience), measure consumer behaviour (Goole Trends), evaluate the quality of customer service (Grow My Store) as well as get data and ideas for determining global markets (Market Finder) has been recently incorporated to the rubrics.

Publications from Think with Google are targeted towards content marketers and are distributed not only through the website of the platform, but also via weekly, bi-weekly, and monthly email newsletters.

The Menu monthly newsletter is the brainchild of Amanda Natividad, the Vice President of Marketing at SparkToro. Twice a month, subscribers receive a selection that includes 1 original in-depth article on marketing and creativity, 1 recipe and 4 links to valuable content. In the free mode, users have access to one week of public posts. Depending on the selected tariff plan, subscribers could benefit from receiving exclusive publications, the complete archival access, commenting privileges and supplementary functionalities. The personalised delivery of information, coupled with expanded cross-platform communication capabilities (Instagram, X, LinkedIn) provided notable outcomes: in 2022 Forbes included Amanda Natividad's project in the list of "Top Marketing Newsletters You Need To Subscribe To". The advantages of the newsletter encompass its conciseness, amiable tone, coverage of a wide range of current topics within a concise timeframe of five minutes or less.

Leo Notenboom, the author of the Confident Computing technology newsletter, had an extensive 18-year-old career as a Microsoft engineer. In 2003, Notenboom launched the Ask Leo! project, designed to address the inquiries of the individuals who were disillusioned with technology and afraid to go online, felt marginalised amidst the rapid advancements of the digital age, where even children outpaced them. The project is aimed at those who are seeking a pragmatic blend of common sense, clarity, and direct discourse in navigating the complexities of the modern technology [19]. Currently, the project has evolved into a whole complex of a newsletter, an array of books, a thriving YouTube channel, a podcast and frequently visited social media platforms. The weekly newsletters contain content aimed at increasing a person's confidence within the realm of technology and comprise 4—5 texts, in which the author dispenses advice on navigating various

scenarios, such as coping with a stolen credit card, dealing with internet disruptions, or the process of restoring a Google account under the conditions of absence of the mobile phone or an alternative email, etc. Subscribers can not only peruse the tips via the provided in the newsletter link, but also have the option to visually engage with the content on YouTube, with direct video links conveniently embedded within the newsletter.

Financial support of the Ask Leo! project derives from advertising showcased on the website as well as contributions from patrons. If a subscriber would prefer to avoid seeing advertisement, they have the option to become a patron and receive exclusive benefits and bonuses. The benefits and privileges of patronage vary depending on the chosen monthly tariff, with five distinct levels offering different degrees of opportunities and advantages. For instance, at \$2 per month, subscribers can enjoy an ad-free experience on Ask Leo!, and for \$5, they receive ad-free viewing along with a daily tip emailed five times a week and containing concise and valuable information on computer optimisation, technology, and internet usage. Furthermore, for \$1,000, in addition to all previous benefits, there are exclusive advertising opportunities within newsletters or on the website, as well as direct access to the site and email services.

The women-centred platform by theSkimm media company tells subscribers about the news, trends, politics, and politicians that influence women. The mission of the project is to empower individuals to navigate everyday life nowadays and in the future. Many topics are discussed, from managing one's finances to voting in elections. The project encompasses a number of newsletters, as well as additional information functionality, including the *Daily Skimm* daily newsletter (the main news and information); weeklies: *Skimm Well* thematic projects (health-related topics on Wednesdays), *Skimm Money* (about personal finance on Mondays and Fridays) and *Skimm Your Life* (about how to navigate life with purpose and reason on Tuesdays and Thursdays); *The SKM Report* B2B-bulletin for marketers; "9 to 5ish with theSkimm" podcast; *theSkimm* mobile application; *Skimm Studios* company, which creates its own video and audio content; and *SKM Lab* creative agency, which conceptualises, develops and produces solutions and content for brands in order to "to engage with generations of informed women" [25]. TheSkimm's target audience is female millennials. The authors of the project, Carly Zakin and Danielle Weisberg, describe the idea of the newsletter as "a chat around the water

cooler condensed into a newsletter" [27]. Instead of office chatter, a newsletter provides 5—6 concise sentences presenting a relevant story in an informal style. TheSkimm generates revenue through target advertising, paid mobile application subscriptions, book sales and promotional tours.

Conclusions. Currently, e-mail continues to serve as a highly effective communication channel with consumers, clients, or target audiences, promptly sending personalised content with the ability to adapt to the interests and needs of the recipients. This, of course, notably augment engagement and interaction. Analysis of the open, click-through and conversion rates helps to improve the mailing strategies and deliver better results. The findings of the research underscore the efficacy of traditional use of the

potential of bulletins (*The Menu, Confident Computing, Daily Skimm*). At the same time, the format has considerable opportunities for development. Henceforth, The New York Times directs its attention towards pioneering communication models via newsletters, using journalistic content not solely to inform the audience, but also for the purpose of self-promotion. The successful trajectory of SmartBrief since its inception in 1999 underscores the pertinence of the associative concept of content aggregation. Likewise, the strategic direction adopted by Think with Google highlights the instrumental potentials inherent in this format. Consequently, we can consider the newsletter as a contemporary and pertinent medium capable of facilitating effective multi-functional social communication.

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Електронний інформаційний бюлетень у системі соціальних комунікацій: можливості ефективного використання

У статті обґрунтовано потребу розширення методології досліджень електронного інформаційного бюлетеня. Визнано, що в сучасному науковому дискурсі електронний бюлетень рідко обирають об'єктом дослідження. Водночас науковці погоджуються, що цей формат демонструє потенціал як зручний канал комунікативної взаємодії, а також надає можливість створювати персоналізоване спілкування та пропонувати ексклюзивний контент тощо.

У статті розглянуто приклади найпопулярніших інформаційних бюлетенів: редакційні інформаційні бюлетені від *The New York Times*; зведені інформаційні бюлетені від *SmartBrief*; ресурс *Think with Google*; інформаційний бюлетень *The Menu* від технічного стартапу *SparkToro*; інформаційний бюлетень *Confident Computing* із новітніх технологій від *Ask Leo!*; вебсайт та орієнтований на жінок інформаційний бюлетень *Daily Skimm* від медіакомпанії *Skimm*. Проаналізовано специфіку, особливості та переваги цієї форми взаємодії з аудиторією.

Зроблено висновок, що персоналізований контент, який користувач отримує електронною поштою, дає компанії змогу ефективно спілкуватися й взаємодіяти з цільовою аудиторією, підвищувати рівень її залученості, зміцнювати довіру користувачів та підтримувати свою репутацію. Аналіз показників відкриття вебсайту, клікабельності та конверсії допомагає вдосконалити стратегію розсилання матеріалів електронною поштою.

Ключові слова: електронний бюлетень; електронна пошта; розсилання електронною поштою; e-mail-маркетинг; абоненти; взаємодія; залучення

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