

**Best Email Newsletter for Marketing Purposes**  
**Silver Consumer**  
**The Orange County Register – OC Moms newsletter**

Brand/Client Side Team:

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Vendors/Agencies:

N/A

**MarketingSherpa Summary – Why They Won:**

Here's a great example of how the beleaguered newspaper industry can stay relevant to its readers. The OC Register narrowly targets one demographic – moms – with this newsletter full of family-oriented content. The mix of product reviews, news articles, blogs, contests, family event listings, and the like keeps moms engaged and clicking. For example, one issue generated a 35.46% open rate and an 18.03% CTR.

**From Their Nomination Form:**

By pushing the links to articles out via email, the group is more likely to become loyal users of the website which yields a much higher page view per visit. In addition to delivering more visits to the website, the newsletter also generates revenue by sponsored ad positions.

July 1, 2009



**ocmoms.com newsletter**  
where moms connect

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### Up front

## Cutest Babies

Cute. Cute. Cute. Photo after photo of cuteness. See which kids were deemed the cutest among the 563 entered in My Incredibly Cute Baby contest.

[Story](#)



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WATERWORKS AQUATICS

**Swim Lessons**  
4 months & older

### Get Ready

#### Cooking kids



Want your youngsters to hone their cooking skills but yours aren't so hot?

Check out this list of O.C. cooking classes and schools for kids.

[Story](#)

### Cool Stuff

#### Summer movie fun



The high price of movie tickets and concessions makes a trip to the cinema an

expensive proposition. But summer brings low-cost venues.

[Story](#)



### The Blogs



• [Guest Stars in my Life](#)

• [Free OC: Dana Point tide pools](#)

• [Got Milk? Contest](#)

• [What to pass on](#)

• [See Mom Run](#)

• [She knows her place](#)

### Hot Dates

**July 2:**  
Baby Boot Camp, stroller fitness for moms

**July 3:**  
Art-A-Fair, Annual Laguna Beach Art Festival

**July 4:**  
Freedom Run, 1k, 5k, and 10k in Ladera Ranch

• [MORE DATES](#)  
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