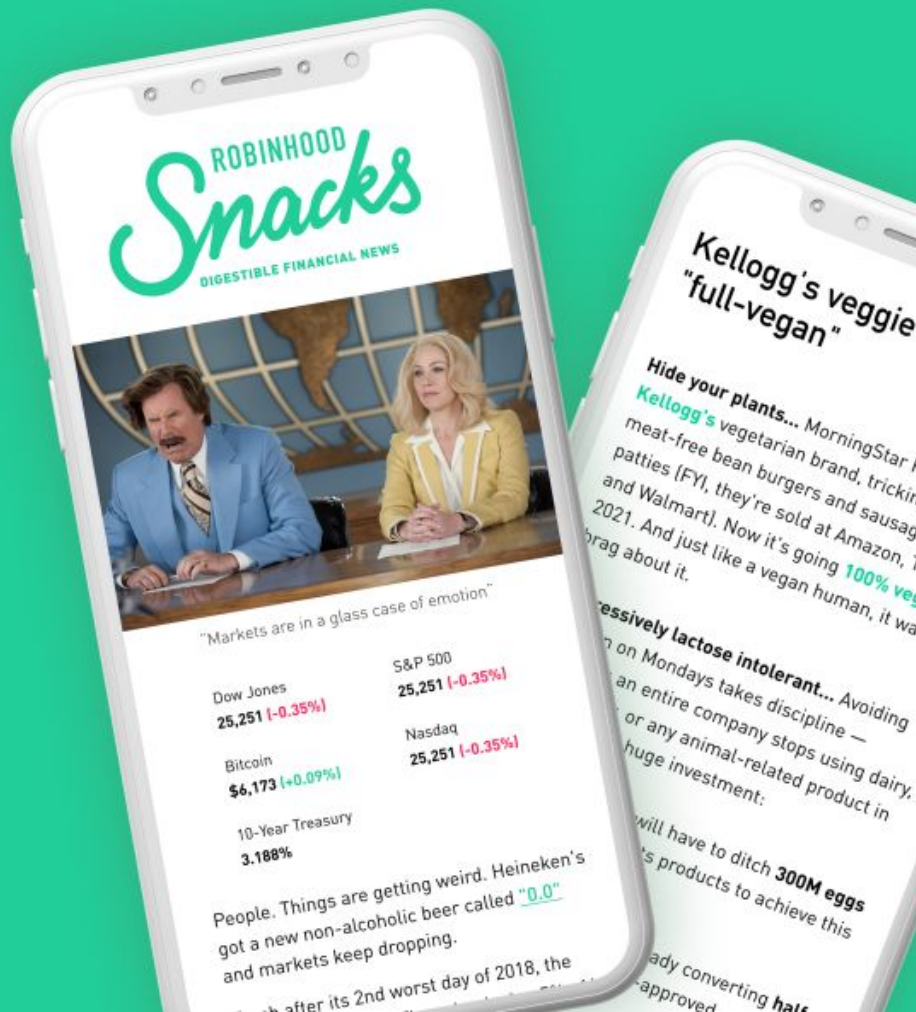




**How Robinhood Created a  
Newsletter with 36 Million  
Subscribers  
Financial Services**

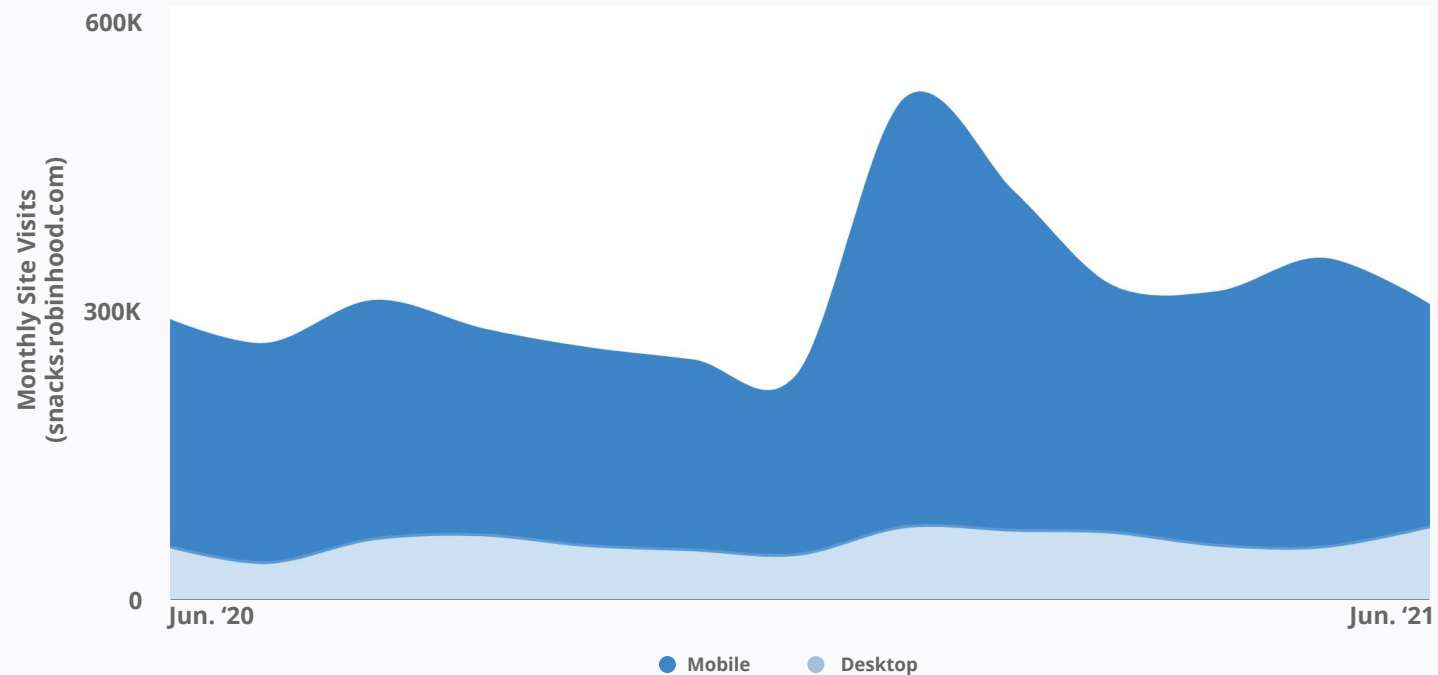


Robinhood Snacks is a 3-minute newsletter that gives their subscribers a daily dose of Financial news.

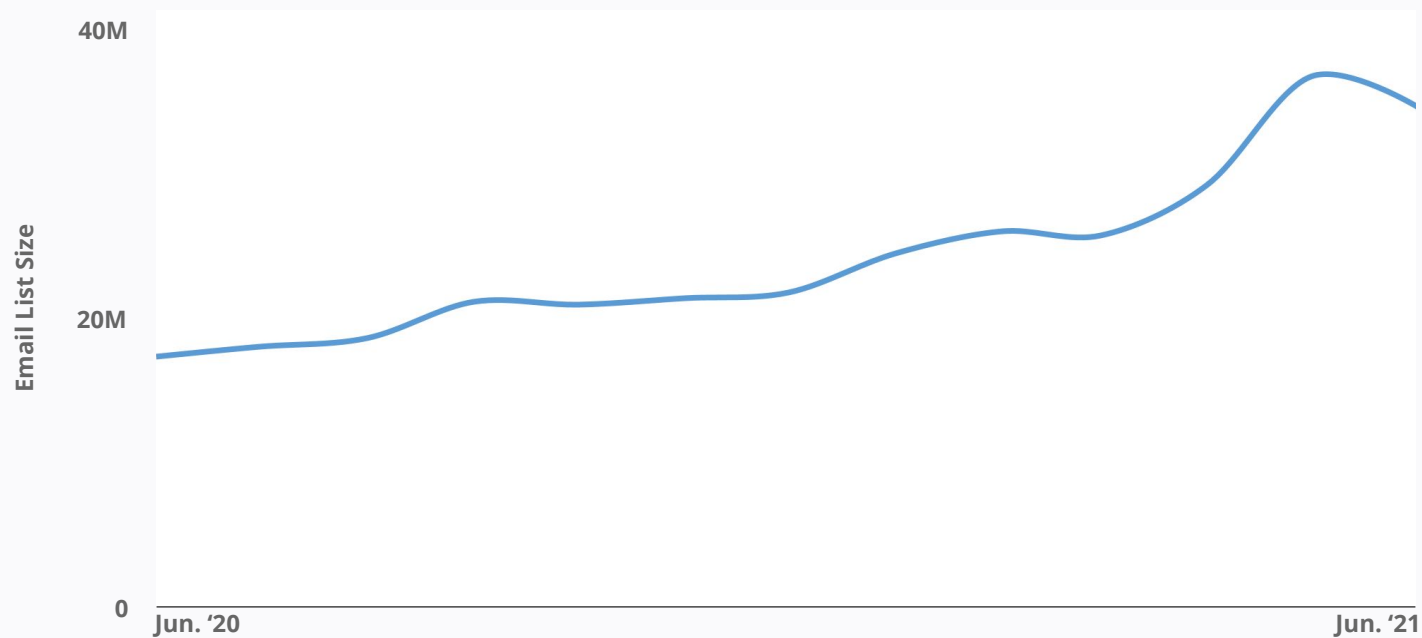
The newsletter is meant to be "the most fun business news you can get" and easily digestible to the everyday person.

Robinhood Snacks was previously known as MarketSnacks until it was acquired by Robinhood, the investment app, in 2019.

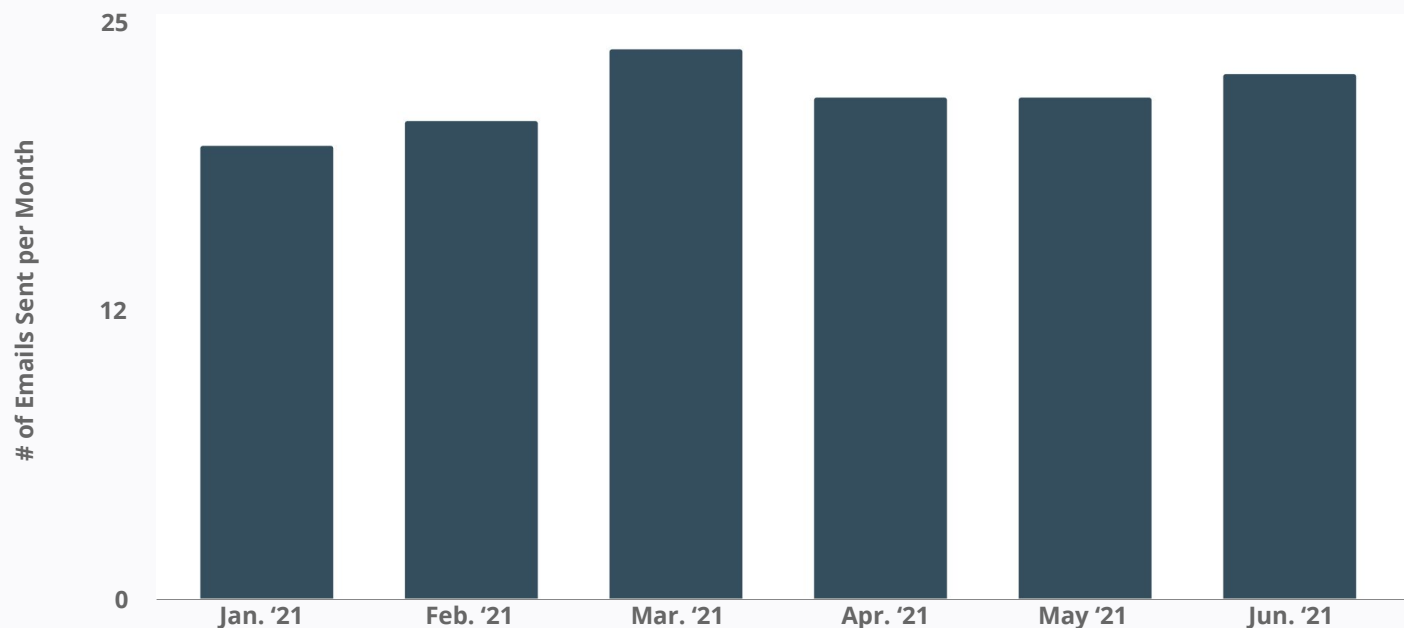
On average, Robinhood Snacks generates 335K site visits per month, with 80% of total site visits coming from mobile devices.



As of June 2021, Robinhood Snacks has 36 million email subscribers, with an average growth rate of **+10%** per month.



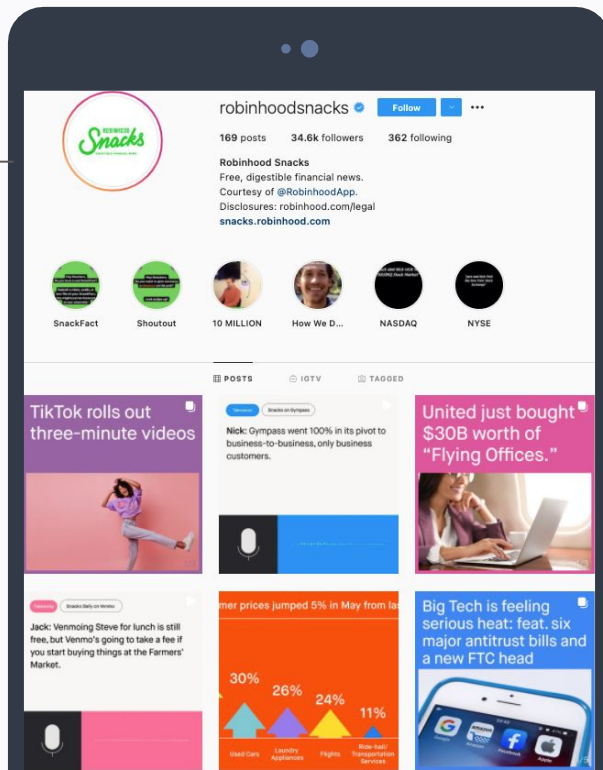
Robinhood consistently sends one email per weekday (Monday - Friday), which is 21 emails on average per month.



Robinhood Snacks has its own social media handles, separate from the Robinhood app. On Instagram, the newsletter account has 35K followers and 45K followers on Twitter as of July 2021.

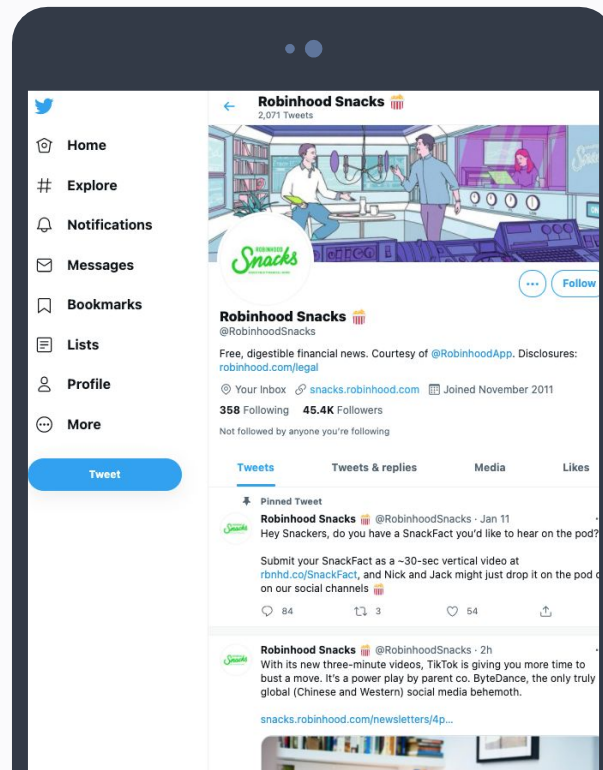
## Instagram

+1.5K  
Followers  
per Month



## Twitter

+1.6K  
Followers  
per Month



<input type="checkbox"/>	☆	Robinhood Snacks	📺 TikTok does long Tols - ...and LegalZoom rides the new biz boom
<input type="checkbox"/>	☆	Robinhood Snacks	🍷 Bumble's restaurant play - ...and it's getting (very) hot in here
<input type="checkbox"/>	☆	Robinhood Snacks	🏠 Meet the "Sky Office" - ...and Foxconn's Wisconsin fumble
<input type="checkbox"/>	☆	Robinhood Snacks	🏆 FB's \$1T win - ...and Honda's going fully electric
<input type="checkbox"/>	☆	Robinhood Snacks	📅 The Midyear Review - ...we're looking back, and looking ahead
<input type="checkbox"/>	☆	Robinhood Snacks	🚫 Big Tech's big antitrust moment - ...and BuzzFeed is going public
<input type="checkbox"/>	☆	Robinhood Snacks	🏠 Microsoft's \$2T moment - ...and Winnebago's record "RV Life" quarter
<input type="checkbox"/>	☆	Robinhood Snacks	✈️ The big airline comeback - ...complete with canceled flights, delays, and price hikes
<input type="checkbox"/>	☆	Robinhood Snacks	🇨🇳 China's crypto crackdown - ...and Costco's Kirkland is bigger than Coke
<input type="checkbox"/>	☆	Robinhood Snacks	💰 How inflation is hitting your wallet - ...and the world's
<input type="checkbox"/>	☆	Robinhood Snacks	📍 Spotify's Clubhouse-style party - ...and Juneteenth becomes a national holiday
<input type="checkbox"/>	☆	Robinhood Snacks	🚗 Waymo's self-driving billions - ...and Apple's big bet on health
<input type="checkbox"/>	☆	Robinhood Snacks	👉 The Yelp economy - ...and Shein overtakes the 'Zon
<input type="checkbox"/>	☆	Robinhood Snacks	🚗 Lordstown Motors, unjuiced - ...and "Build Back Better," the world edition
<input type="checkbox"/>	☆	Robinhood Snacks	📺 Netflix pulls a Disney - ...and Bitcoin goes legal tender
<input type="checkbox"/>	☆	Robinhood Snacks	📺 "Buy now, pay later" billions - ...and the holograms are coming
<input type="checkbox"/>	☆	Robinhood Snacks	🏠 Bitcoin's legal tender moment - ...and the big IRS billionaire tax leak
<input type="checkbox"/>	☆	Robinhood Snacks	💰 Bitcoin, un-ransomed - ...and the internet's bad day

Email Best Practice:

## #1. Catchy & Timely Subject Lines

### Keep it Short & Sweet

Email subject lines are typically **less than 5 words** and often contains the brand name of the company that is featured in the newsletter. It is recommended that email subject lines are no longer than 9 words as it can be cut off on mobile devices.

### Preview Text

Robinhood includes exciting snippets from the email in the preview text to give readers a sneak preview of the newsletter. (ex: "Buzzfeed is going public")

### Use Emojis

Like they say, "a picture is worth a thousand words". Emojis are a great way to visually convey the topic and emotion of your newsletter when character space is limited.

## TikTok is rolling out longer videos — but the real story is its Chinese sister Douyin

"Say So," the full version... Well, almost. TikTok is rolling out three-minute videos for everyone, a boost from the current one-minute limit. That means you could learn the full lyrics of viral songs, instead of half a chorus. It also means that the nature of TikTok — and its bite-sized content — could change.

### Use of Hashtags

- **24.5 hours:** How long US TikTok users spend on the app each month — over 30 years, that would amount to nearly a full year of life scrolling the To (#womp).
- **20 hours:** How long US users spend on YouTube each month. YT has biased its algorithm toward viewer retention. Read: longer vids.
- If longer videos lead to higher usage, TikTok could tweak its addicting algorithm to promote long clips.

**While vids get longer...** the wallet is getting fatter. TikTok's Chinese owner **ByteDance** saw sales more than double last year to \$34B, according to WSJ. **ByteDance** is also a major revenue source for TikTok.



"I'll take the Sky Office, please" [Jayme Thornton via Gettyimages]

### Yesterday's Market Moves

S&P 500	Dow Jones
4,291.80 (+0.15%)	28,850.00 (+0.15%)
Nasdaq	14,528.30 (+0.15%)

### Pop Culture References

Hey Snackers,

You know what we want? What we really, really want?

To point out that it's been 25 years since the Spice Girls dropped "Wannabe" and went on to become the best-selling girl group of AT — and biggest British pop success since the Beatles.

Fun fact: the S&P 500 is enjoying record highs too, up more than six times higher than the day "Wannabe" dropped.

Email Best Practice:

## #2. Casual Tone of Voice

### Copy Geared Towards Millennials

Robinhood Snacks uses hashtags (i.e: #womp) and pop culture references to resonate with younger audiences.

Overall, the newsletter avoids the use of business jargon, and conveys a friendly tone of voice making it easy to read for the everyday person.

### Branded Messaging

The word "snack" is an integral part of the newsletter's branded messaging. The audience is referred to as "snackers" and every email has a section called "What else we're Snackin'", creating a fun and casual tone of voice.

#### What else we're Snackin'

- **Drive:** 23 of the most scenic road trips in America, because life is a highway.
- **Watch:** Four emerging trends in the film and TV industry.
- **Read:** The Declaration of Independence. "We hold these truths to be self-evident..."



## What else we're Snackin'

- **Beef:** Amazon filed a request to stop new FTC leader Lina Khan from participating in any 'Zon-related antitrust investigations — it thinks she's biased.
- **Ride:** Chinese ridehail giant **Didi Chuxing** notched a \$68B market cap after its IPO yesterday — two-thirds of an **Uber**.
- **NoChip:** Ford has to shut down several of its US factories for weeks because of the global chip shortage (still global, still short).
- **Give:** The Gates Foundation committed \$2B+ to gender equality efforts, as the pandemic has driven women out of work in record numbers.
- **UnPrivate:** Private equity giant **TPG** is reportedly considering going public through an IPO or SPAC, which could value it at \$10B.
- **e-OG:** The internet's original source code was sold as an NFT artwork for \$5.4M.

🍪 Thanks for sharing the Snacks? Inv... to share the Snacks? Inv... [here](#).

Use of Bullet Points

## THE TAKEAWAY

**A/C companies are their own tailwind...** Thanks to the "Conditioning Climate Cycle." A/C helps fight the sweat-inducing effects of climate change, but it also significantly contributes to them. Nineteen of the hottest years on record have been in the past 20 years. That means more people installing and cranking A/C, which means growing sales for HVAC companies — and more climate-warming emissions. But if HVACs can become more sustainable, they can start reversing more of the negative impact, too.

BUZZY

Key Takeaways

**Bumble is opening its first restaurant, but it's not about dating — it's about relevance**

**Swipe right on the zucchini pasta...** Four months after its IPO, **Bumble** is doing an IRO: initial restaurant offering. The dating app where women make the first move is **opening** its first restaurant in NYC this month: "Bumble Brew." The bar/restaurant concept was originally focused on

Email Best Practice:

## #3. Bite-Sized Content

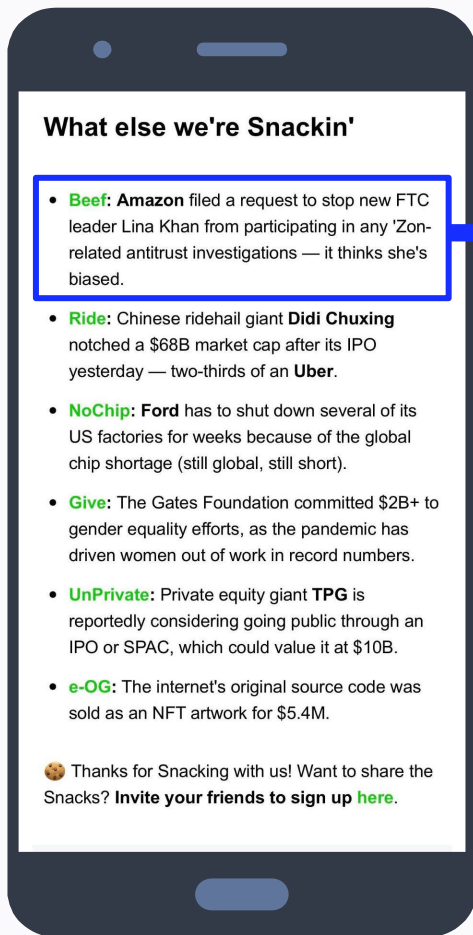
### Bullet Points

Bullet points help capture the attention of readers as it is easily scannable at a quick glance. Bulleted lists are an effective way to break up long blocks of text and to create bite-sized content that is easily digestible.

### Key Takeaways

Every section of the newsletter contains a key takeaway which summarizes the article in 2-4 sentences and can be read in less than 30 seconds.

The combination of both bullet points and a key takeaway section allows the entire newsletter to be read in 3 minutes.



Email Best Practice:

## #4. Outbound Links

### What else we're Snackin'

This section of the newsletter contains a list of useful news articles and each bullet point links out to external outlets such as The Wall Street Journal, CNN, and The New York Times.

Outbound links help build trust in your content as it shows the audience the source of each fact and helps support the point that you are trying to make.

Sharing articles from multiple different news outlets allows Robinhood Snacks to act as a one stop shop for Financial news, which can help increase open rates.

# Snacks Special Edition: End-of- Quarter Review

Monday, March 29, 2021 by [Robinhood Snacks](#) |  
[Disclosures](#)



90 days. 225 companies covered. Check out which we mentioned most. (FYI on methodology: the companies Snacks covered in Q1, weighted by # of mentions)

## Last Week's Market Moves

Dow Jones	S&P 500	Nasdaq
33,073	3,975	13,139
(+1.36%)	(+1.57%)	(+0.58%)

## Snacks Digested 2020: Trend

#1



Robinhood Snacks Dec 28, 2020  
to me ▾



[Disclosures](#)

Robinhood  
*Snacks*  
Digestible Financial News



"I spruced up the place a bit"

Email Best Practice:

## #5. Identifying Trends

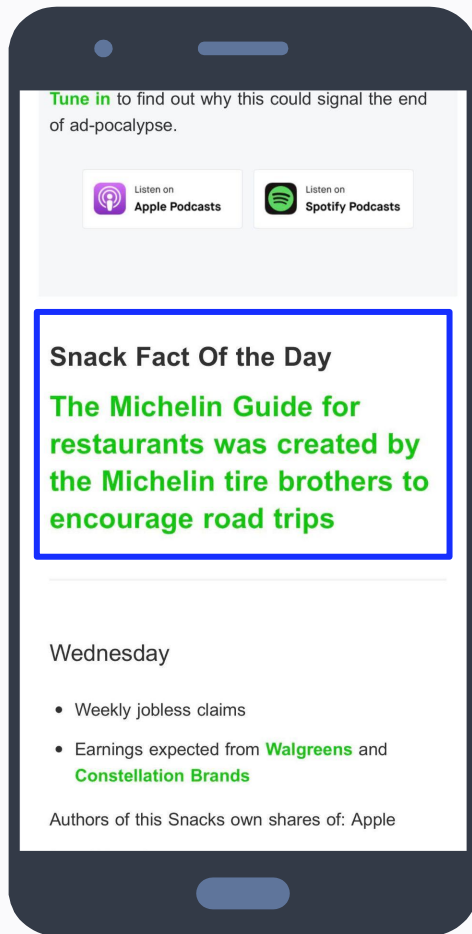
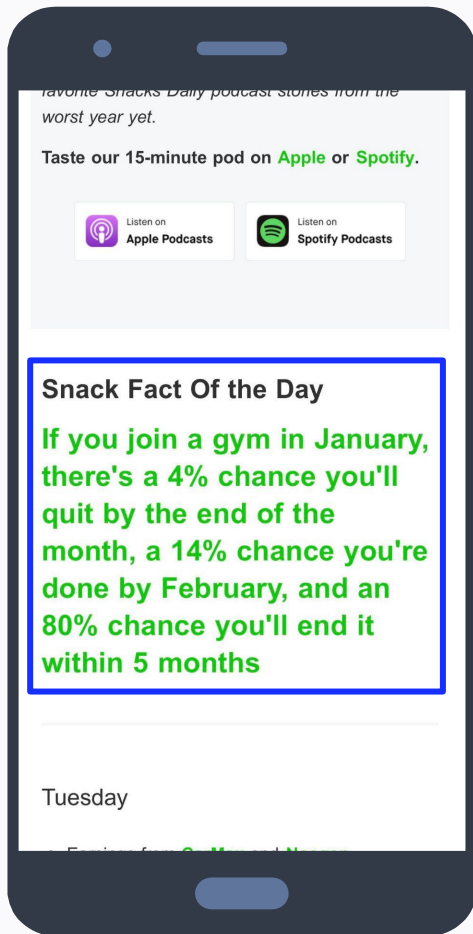
### Quarterly & Year-End Review

Quarterly: Every quarter, Robinhood Snacks has a special edition newsletter that takes a look back on the top trends and themes of the past 3 months.

The newsletter is split into 3 sections:

- **Themes**: A look into the three key trends that defined each quarter.
- **Numbers**: Highlights important numbers such as "143M Covid vaccine doses were administered in the US".
- **Looking Ahead**: Three major questions for next quarter.

Year-End Review: At the end of the year in December 2020, Robinhood Snacks created the "Snacks Digested" series where they covered four of the biggest trends that shaped business in 2020.



Email Best Practice:

## #6. Fact Of the Day

### Random Fun Facts

At the end of each newsletter, Robinhood includes a "Snack Fact Of the Day" where they highlight a random fun fact about any topic and links out to an external article for the source.

Snack Fact Of the Day is effective in 3 ways:

- **Shareability:** Readers are more likely to share fun tidbits that they learn with their friends which can lead to more newsletter subscribers
- **Element of Surprise:** The facts are entirely random, making it fun and something to look forward to each day when reading the newsletter
- **Outbound Links:** Since each fact links out to an external site, it can help boost SEO efforts

Email Best Practice:

## #7. "This Week" Recap

### Things to Look Out For

Robinhood educates readers on what type of news is expected to be released throughout the work week.

Typically this section includes earnings reports from various companies as well as general business news such as unemployment rates.

Urban Outfitters stock surged 16% after earnings because it's sick of throwing up the sale sign.

Tune in to our snackable pod to hear how Urban ended the "Discounting Spiral of Death."



Listen on  
**Apple Podcasts**



Listen on  
**Google Podcasts**



Listen on  
**Spotify Podcasts**

### Snack Fact of the Day

With the latest round of \$1.4K stimulus checks, the US government has sent a total of \$391B to Americans

### This Week

- **Tuesday:** Earnings expected from **Zoom, Canopy Growth**, and **HP**
- **Wednesday:** Earnings expected from **Splunk, NetApp, Semtech**, and **Cloudera**
- **Thursday:** Weekly jobless claims. Earnings expected from **Lululemon, Broadcom**, and **DocuSign**
- **Friday:** Unemployment rate released

Authors of this Snacks own: Bitcoin and shares of Amazon

ID: 1668486

## Key Takeaways

In 2019, Robinhood Snacks acquired MarketSnacks and rebranded the Financial Newsletter to Robinhood Snacks which aims to give a daily dose of Financial news that is easily digestible to the everyday person. As of June 2021, Robinhood Snacks has 36 million email subscribers with an average growth rate of +10% per month.

Robinhood snacks implements the following email best practices:

- **Catchy & timely subject lines:** Email subject lines are typically less than 4 words and contain an emoji
- **Casual tone of voice:** Email copy is geared towards Millennials through the use of humour, and pop culture references
- **Bite-sized content:** Emails use bullet points and key takeaways so that the newsletter can be read in 3 minutes or less
- **Outbound links:** Robinhood sources every fact in their newsletter and links out to external publications
- **Identifying trends:** Every quarter and at the end of each year, Robinhood sends out a special edition newsletter covering all of the most important trends in business
- **Fact of the day:** Robinhood shares a fun random fact at the end of each newsletter
- **“This Week” recap:** Robinhood highlights company earnings that are expected to be released throughout the week



**Top Performing Content  
Buckets Q2 2021  
Financial Services**