



Marketing PowerBoost

Why Produce a Newsletter?

Take advantage of one of the most valuable, cost-effective communication vehicles around.

By Susan Baka

There are many ways to market your products or services beyond traditional advertising, which can be one of the more expensive approaches. One tried and true method to establish and reinforce your brand and showcase your expertise is to publish a newsletter. This can either be in print or electronic form or both. If you have a tight budget, you can stretch your marketing dollar with only an e-newsletter. But, bear in mind, that you'll likely have more distribution channels – such as trade shows, prospect mailings, etc. – if you print your newsletter and therefore can better leverage your investment.

Here are six reasons to produce a newsletter that I have gleaned from over two decades of launching, repositioning and writing newsletters for clients:

1. **to Target Your Message:** Newsletters are one of the most affordable, flexible, personalized and timely communication formats for targeting your message to specific groups – customer prospects, employees, or others. Whether you want to build awareness, provide advice, gain a competitive edge or increase sales, a newsletter speaks volumes in its visual impact, readability and the way it makes the reader feel.
2. **to Educate Customers and Clients:** Well-conceived newsletters provide your client base a wealth of tips and information that will guide them in some aspect of their business. Sharing your knowledge in this fashion is one of the best ways to market your products or services. Avoid sales hype.
3. **to Build Loyalty:** Because a regularly-published, well-produced newsletter shares your expertise with your clients and customers by providing value-added information, you'll develop and sustain better relationships and a sense of community.
4. **to Enhance Your Image and Identity:** Including a highly-readable, well-designed newsletter as part of your marketing mix will help reinforce your brand identity and awareness in a busy marketplace. It can help you stand out from your competitors, and gain an edge; and the distribution potential of a good newsletter is almost endless. Trade shows...customer mailings...client proposals and presentations...trade associations...media...
5. **to Attract New Clients:** Newsletters are a terrific sales tool for showcasing your expertise and professionalism to prospective customers and for disseminating information about your company and its products or services in an interesting and readable way.
6. **to Increase Sales and Improve Profits:** Whether your newsletter is conveying an image to customers or disseminating information about the benefits of your products or services, it will contribute to your bottom-line by helping build, expand and retain marketshare.

Remember that consistency of publication and powerful content are key. The biggest mistakes I see companies make are failure to produce their newsletter on a regular schedule and weak writing and design execution. This is often because the task of writing and producing the newsletter is delegated to



someone who lacks the time or skills or both. Seek out a good newsletter writer and designer to help you launch or reposition your newsletter and to assist you with it on an ongoing basis.

There is a skill to planning, writing and designing effective, dynamic newsletters that is different than other forms of communication. Be sure to deal with professionals who have experience in this medium and who understand how to best showcase you, your business and your expertise through a powerful newsletter.

Communications is today's password in business – and when you communicate through a newsletter, you present a permanent trademark of your company or organization.

Information specialist and marketing expert Susan Baka, President of Bay Communications & Marketing Inc., has been providing innovative marketing communication strategies and vehicles for clients since 1991. Visit www.baycomm.ca to get free sure-fire tips on how to boost your marketing.

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