



Six Reasons to Publish a Newsletter

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.
3. **to Build Loyalty:** Because a regularly-published, well-produced newsletter share 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....shareholders....
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.

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