

CLAIRVOYANT COMMUNICATIONS, INC.

THE MARCOMM MOM PRESENTS

What a Newsletter Can Do for Your Business

By Claire Cunningham

A good newsletter can deliver big rewards to those who enter the game. Here's what newsletters can do.

1. Build loyalty:

Send out a regular newsletter to your customers to build loyalty. Better informed customers are better customers.

2. Educate:

A regular newsletter can educate distributors, sales reps, or even prospects.

3. Boost credibility:

Publishing a newsletter is a way to send out great information with your name on it.

4. Stay in touch:

Advertising not in your budget? Exhausted your public relations options? A newsletter can keep your name in front of a well-defined audience.

5. Repeat your message:

Repetition is an important facet of any successful communications program. A newsletter is another way to deliver your message.

6. Control. Control. Control:

Audience. Message. Timing. You control it all with a newsletter.

7. Cost efficiency:

Send out an electronic newsletter, and you save on time, printing and postage. Plus you can use it as content on your web site.

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