

Marketing Through Newsletters

Newsletters can be marvelous tools for keeping your customers and employees informed about your business and furthering your word-of-mouth marketing. However, newsletters are only worth the time and money if they motivate your customers to buy from you.

If you sell products, you can showcase features and benefits to your customers and build your employees knowledge of the complete product line you offer.

If you provide a service (especially those that provide technical know-how), your newsletter will enhance your customers' perceptions of you as a valued information resource.

Follow these guidelines to make sure you get the most value for your newsletter investment:

1. **Make the Newsletter an Information Resource** — What you write about must provide an added value to your readers. Include anecdotes about customers who have used your product or service. Highlight how their company benefited from what you sell. Business people are always interested in how other business people solve problems, save time, and cut costs.

While articles about your employees enhance their credibility with the client, avoid space devoted to personal data, such as birthdays, babies born, and religious or political affiliations. Make sure you spotlight employee accomplishments in your industry and appropriate community recognition.

2. **Make the Newsletter Eminently Readable** — Use type sizes large enough for anyone to easily read. Incorporate a few well-placed graphics that enhance the mood of the newsletter (e.g., upbeat, fun, informative, timesaving, etc.) or that augment the information presented in a particular article (e.g., charts, graphs, flow charts, or photographs).

Use two or three columns as we read narrow columns faster and with greater comprehension.

3. **Publish On Time** — The timing of a marketing newsletter says a great deal about your company's dependability. Develop a schedule and plan for your publication. Be sure to tell readers what to expect in coming issues and when to expect delivery. When your newsletter is timely and dependable, customers will assume that all your services are equally timely and dependable.
4. **Insist on Quality Over Quantity** — You can make a more powerful impression with a quality, two-page newsletter than you can with a mediocre, eight-page publication. Try to say important things in as small a space as possible. Remember, your readers' time is valuable, and they will be impressed by how much they can learn from you in a short time span.
5. **Don't Sell** — Never try to sell anything in your newsletter; this is a service to your readers designed to build credibility. You can use coupons and inserts to make a free offer to readers, such as a free gift for coming in and purchasing or a free consultation.