

■ Newsletters

Newsletters, sent out to your customers as a continuity series - whether weekly, monthly or quarterly - relating to your product or service, help you create a *service-oriented* relationship and develop a loyal customer base. You can inform and educate, deepening the relationship, and ultimately sell more product, further entrenching your customers.



Whether it is general information and editorials on existing products, services and activities relating to the company or new product listings, the newsletter will put your company - *your brand* - top-of-mind when it arrives.

Customer retention and brand loyalty.

Benefit to you

Rationale

Staying in contact with your customers keeps them informed on your activities, demonstrates that you value their business and creates opportunities for customer dialogue as well as new sales.

Implementation

Newsletters contain content that has been gathered from outside sources or sources within the company - from relevant customer service calls and emails, to product updates and new product previews. Content may already exist and be used in another CRM solution. Similarly, new content can be stored and used again.



- Content Management System
- Database Design System
- Direct Mail Service
- Email Operating System