



**NEWSLETTERS —
Why you need one
No matter what your business.**

Newsletters are an easy way to build new customer awareness and stay in touch with existing customers. You don't need to take up significant amounts of your time to do this.

CALL TODAY for your custom designed NEWSLETTER.

Marketing experts recommend information about you and your company should "touch" your potential customers as many as seven times to

maximize your company name recognition.

It is also recommended that those contacts be no more than 3 months apart, or you lose that customer awareness. In other words, if it is longer than 3 months, people will have forgotten your prior contact and this will be "new" to them. You no longer have the cumulative effect.

A recent customer survey showed that one **major reason for the loss of existing clients** is a lack of "touches". The customers didn't feel that the business cared about them; they in turn didn't care or develop any loyalty to the business. Without a relationship that adds value to your customers they will make buying decisions solely on cost.

Yes, we all get busy doing what we do. But the potential loss of business from this one statistic should have you running to a newsletter! Remember, **it costs a lot more to gain a new customer than it does to keep an existing one.**

A newsletter can:

- Increase your company recognition
- Customers see you as real people
- Convey your interest in them
- Add value by the content / information you give them
- Keep your customers aware of new products or services
- Build in incentives for them to return with coupons / discounts, etc.
- Something your customers can give to others with their recommendation

Newsletters that match your identifiable look and reflect your message, will allow you to "touch" your customers more often.

BUILD CUSTOMER LOYALTY