

W3

**Wednesday
Morning**

Fax

from

**The
Castle
Press**

**Boost your
identity** with
custom-designed
stationery from
The Castle Press.

7 pointers on using a newsletter as a marketing tool

It costs 10 times as much to sign up a new customer as to keep persuasively in touch with existing clients. Yet many advertisers neglect to maintain a continual presence in the minds — and on the shopping lists — of established buyers. That's a costly mistake, when a newsletter can be a low-cost, potentially high-impact way to keep your relationship with standing accounts in force.

Some of a newsletter's advantages as advertising vehicles:

- **A newsletter doesn't cost much** compared to other kinds of advertising. A space ad can cost more than \$2,000 a page to design and much more than that to insert, even one time. Newsletter graphics tend to be simple, and can be reused over and over.
- **A newsletter's content is highly credible.** Most people are skeptical of advertising messages. However, they perceive that a newsletter is editorial material.
Caution: If your newsletter is about you, people will not believe in it. They want material that is about them and their interests. You can guess their interest areas. Write your letter to provide them with relevant information — and lay off hard sells and ego trips.
- **Your newsletter can be jam-packed with information.** Don't worry about telling your reader too much. If he senses that you are offering solid benefits, he will lap up your copy.
- **Newsletter issues enjoy long exposure** — much longer than advertisements.

*A newsletter may offer your
business its most cost-effective
ongoing marketing tool.*

- **Newsletter have flexible publication schedules,** unlike magazines, newspapers, and radio/TV stations. It's a good idea to appear regularly, but if you miss an issue, it probably won't be a problem. And you can always print an extra issue fast, if an important development crops up.
- **Newsletters get through the "secretary barrier"** more than other kinds of advertising. Most secretaries perceive that you have paid to subscribe to the letter. They don't like to risk tossing it before you read it.
- **Newsletters don't burn out.** Other advertising quickly goes obsolete. But a newsletter's information — quite like that of a daily newspaper — is perceived as new, and potentially useful.

If you are selling aspirin, your customers quite likely want to know all about developments in the pain-killer field. If you are offering legal advice, customers welcome being kept abreast of new laws and regulations. If one of your staff goes the extra mile to provide services, they want to learn about that, too.

Providing that sort of information on your field pays off big with customers. And a newsletter is an economical, effective way to provide it.

The Castle Press — *your best choice for a
printing partner since 1931.*



1222 North Fair Oaks Avenue
Pasadena, California 91103
1-800-794-0858
www.castlepress.com

(8.3.05)