

# NEWSLETTERS

B.Y. Communications Worldwide, [www.bycomworldwide.com](http://www.bycomworldwide.com)

Newsletters are generally used to share industry news and product updates. They are quick, easy and inexpensive to produce. The engaging and relevant content it provides makes them an effective relationship-building marketing initiative.



## BENEFITS

- ◆ Creates regular contact between the business and the customer
- ◆ Drives sales and traffic to the business
- ◆ Builds loyalty and trust among customers
- ◆ A cost-efficient way to promote the business
- ◆ Generates sponsorship revenue

A newsletter connects and maintains relationships with your prospects and customers. It reminds them daily, weekly, monthly or bimonthly that your organization can help them solve their problems. When sent via email, a reader can easily hit the forward button to spread your message.

Business professionals read newsletters to keep up with the trends and new products within their industries. However, a newsletter can also share reviews, tips, employee profiles, repurposed videos, promotional material, surveys, upcoming events and coupons for sales.

Businesses benefit from a newsletter's measurability. They have built-in analytic capabilities. For instance, you can gather and analyze open and click rates. The fact that emails are measurable gives a business more opportunities to experiment so it can improve its effectiveness.

Newsletters are also revenue generators. Businesses can earn additional money by selling advertisements. Advertisers benefit because their ad generates leads. When the ad is properly placed, it produces a nice boost for the brand and the product (continued)

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and the services it sales.

Some businesses send out numerous newsletters. Each newsletter may focus on a specific segment of the industry.

E-mail newsletters are effective when they have a targeted email lists and a very focused niche. They achieve success when they provide contexts and analysis for readers and are interactive and engaging.

Let B.Y. Communications Worldwide help you to create engaging newsletters. We deliver your message. We create content that resonates and connects with your audience.

