

Newsletters Capturing Clients

The internet and email have become very favourable and cost efficient vehicles used to market to current and prospective clients. One of the most effective 'client capturing and keeping' tools is that of a newsletter – printed or online.



Many of the people that your business comes in contact with whether it is through networking, advertising, publicity or your website will not buy anything from you the first time they come into contact with you. However, if you produce a newsletter, you will be able to keep in touch with them on a regular basis. When they read your content they will get to know you and your business which allows you to build a base from which trust can form. This will more likely result in them purchasing your products or services.

Your newsletter now becomes your best long-term strategy for keeping in touch with your past, current and prospective clients. Here are some great tips to use your newsletter to promote your business and increase your client base:

Emphasise your expertise.

In your newsletter include tips, articles or ideas that will help your target market. By sharing your knowledge with your subscribers, you promote your reputation as an expert.

Breaking news.

E-newsletters can be produced quickly and sent and received almost instantaneously. This is an incredibly powerful way of notifying your clients, supporters or suppliers of breaking news happening in your business.

Promote your products and services.

Your subscribers will only find out about your products and services if you mention them in your newsletter. Ensure that you include information about your products and services as well as a link to your website for those who want to know more. Create a balance between the useful information and the obvious 'selling' of your products or services. Remember, people don't like to be sold to, but they do like to know where to go if they are needing what you offer.

Ask your audience.

Your newsletter is a great opportunity to ask your target market what they think and what they are interested to hear about. Conduct a short survey with one of your products or services as an incentive for them to respond. Armed with this knowledge you can tailor your articles to suit their needs.

Test-drive new products.

Getting feedback on new products is often difficult especially when they haven't been launched yet! Why not offer your subscribers the opportunity to try your product in return for their feedback. This becomes a win-win situation for all and the client gets to feel special that they have had the opportunity to be a part of something new and that their opinion is valued.

As you can see, you can get a lot out of a newsletter. However, in order to get these results, you need to have quite a few subscribers, have articles of interest and don't bombard them with newsletters too regularly. For online newsletters please keep in mind the anti spam laws and don't just sign anyone up to receive them.



The system that WRD uses can provide our clients with very interesting information such as how many emails went out, how many emails bounced (were not delivered, giving you an opportunity to update your database), how many were opened and what links they clicked on. This is just some of the information that we encourage you to use to test and measure your campaigns to see if they are worth continuing to do.

WRD can assist with your printed and online newsletter so feel free to give us a call on 02 4732 4766 or email us for more information.