

The power of newsletters without all the hassles.

Newsletters have been shown to be a highly effective way both to stay in touch with your current customers and to attract new ones. The problem is that newsletter programs can be very labor-intensive, and many businesses simply don't have the time or resources to produce them on a regular basis.

The solution? Let *Excel in Marketing* be your "Newsletter Department." We can set up and run your entire newsletter program, without requiring the day-to-day involvement of you or your staff, while you maintain complete control over each issue's content and design.

We start by helping you to determine who should receive your newsletters -- customers, prospects, employees, your business colleagues, or all four groups -- and the type of articles you want to include. Topics can include:

- Sales events and special product offers.
- New product announcements, or improvements to existing products.
- Awards or other recognitions your company has received.
- Personal message from you or other senior management.
- Events in the news related to your company.
- Product reviews.
- Educational topics related to your product or service.
- Announcements of new employees, job changes, and promotions.
- "Employee of the month" and other types of employee profiles.
- Industry news and trends.

Paper, HTML, text-only -- or all three.

Next, we'll help you determine the best format for your newsletters. We can produce printed newsletters that can be delivered via direct mail or distributed at trade shows, or used as sales-call "leave-behinds." We can also produce them as either "rich format" HTML emails enhanced with color photos, artwork and customized layouts, or as plain-text emails that are guaranteed to be compatible with all email software. Or we can produce them in all three formats, so you can use them in a variety of ways. Whatever formats you decide to use, you'll have a variety of design styles to choose from.



A study conducted by Forrester Research showed that banner advertising click-through rates average 1%, while email newsletter click-through rates average an impressive 18%.

When it's time to produce an issue, you just sit back and let us do the work. We will...

- Recommend article topics.
- Do all the research, including interviews with your employees and other "reporting".
- Write and edit every article.
- Design the newsletter and produce it in the formats you've selected.

If your newsletter is printed, we can handle the print production for you, if you wish. We can also take care of newsletter delivery, either via email or direct mail.

Lastly, we'll monitor and analyze click-through rates, conduct reader surveys, and provide you with other types of feedback that will enable your newsletter to keep getting better -- issue after issue.

Your personal team of marketing experts.

Excel in Marketing (EIM) provides integrated marketing services to small and mid-sized businesses of all types. Unlike ad agencies, which have high fixed costs they pass on to you, or solo consultants, who have limited breadth of experience, EIM assembles a team of experts specifically for your project, to give you precisely the resources you need at an affordable cost. All of EIM's team members have worked for Fortune 500 companies, enabling you to benefit from enterprise-level tools and processes that otherwise might not be accessible to you.