

Why newsletters work



Most marketing experts agree that a newsletter is one of the best relationship marketing weapons available to maintain long-term business contacts with your clients and reinforce your expertise in financial services.

To name a few more advantages, as a financial services professional, a newsletter can help you do the following:

- Enhance repeat business opportunities
- Facilitate referral business
- Keep you in the minds of your clients
- Position you as a financial services professional
- Position you as an enthusiastic and pro-active partner with centres of influence
- Reduce costs
- Build a reputation
- Build loyalty in your clients

What makes a newsletter work when other marketing materials fail is that a newsletter provides information that is valuable and useful to your readers.

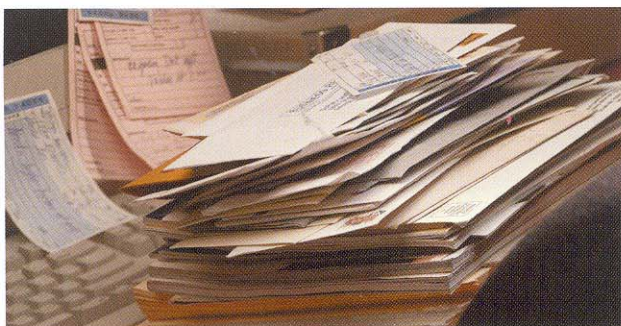
A good newsletter is deliberately positioned not to blatantly sell a product, but as vehicle to encourage clients and prospective customers to use your services by reading your communiqué.

Experience has repeatedly shown that a consistent newsletter program is much more likely to attract business than a one-time flyer or a mailed advert.

Unfortunately, the time, effort and cost of producing a professional newsletter is often out of the reach of many advisers.

If you've tried to produce a newsletter yourself, you know that even the most basic newsletter can take inordinate amounts of time away from your business.

It is therefore more appropriate and ultimately, more cost effective to engage the services of an agency to produce and print a customised newsletter for your business.



All you need are the targets

One of the great advantages of a client newsletter for financial services professionals is that it can have multiple uses in your marketing efforts.

Firstly, you must assess your business objectives and establish the target group that will receive your newsletter.

The purpose could be:

- To protect your 'A' category clients and secure future business potential
- To provide an incentive for your 'B' category customers to use more of your services and transition them to 'As'
- To provide an incentive for your 'C' category customers to use more of your services and transition them to 'Bs'
- To provide an incentive for prospects to become customers
- To strengthen your relationship with Centres of Influence
- And so on.

A cost effective alternative

Nowadays, it is wise to consider electronically distributing the newsletter to your clients as a pdf file.

There are ways to gain the advantages of using an electronic newsletter in your marketing efforts that can be easy, relatively inexpensive and not too demanding on your time.

As an electronic newsletter, the cost savings are enormous, it is environmentally responsible and it demonstrates to clients your proficiency with new technology.

Today, the electronic newsletter is gaining more and more acceptance as an alternative to the printed format.

Electronic newsletters are one of the easiest and least expensive alternatives that you can produce and distribute to your clients, potential customers and centres of influence.

Whether produced in a printed format or distributed electronically, a newsletter is a cost effective and important component in your marketing, promotional and client relationship activities. ■

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