

10 Ways A Newsletter Can Help Grow Your Business

Mail to Clients - Mail the newsletter to contacts at each client company. If you incorporate current news about your staff or capabilities, expand your database to include more people than just one decision maker. You never know when things are going to change and you want more than one or two people to know about your firm.

Brokers & Consultants - If you market through agents, brokers and consultants, include them on your distribution list. For that special broker who maintains a large client base, consider ordering some with his or her name imprinted on the newsletter, along with yours. Every time they hand it to someone, they're promoting your good name and your expertise along with theirs.

Help Consumers - Email the newsletter to covered employees or deliver a quantity of printed newsletters to each client location (employee entrances, sign-in-areas, employee cafeterias or lounges, training rooms, meeting rooms). It's a great tool in this age of consumerism.

Website Highlight - Upload the PDF version of your newsletter to your website. If you have a link for "News", this is a great place for it. If you don't, add a graphic highlight on your home page that visitors can click to view or print the PDF.

Include Local Media - Send each issue to business editors at your local, city and regional newspapers and business publications. Maybe send the first issue in print and email with a cover letter introducing your firm. Then follow with email issues on a regular basis. Health care is a huge topic - use this tool to become the expert they go to when a local perspective is needed.

Referral Sources - Don't forget accountants and attorneys - they maintain close working relationships with many owners, senior officers and decision makers. They need to know what you're up to and the whole idea behind the newsletter is to help you establish your firm as THE HEALTH BENEFITS EXPERT in your marketplace.

A Leave-Behind - If you have your own sales team, give a small supply to each member so they can use it as a leave behind for prospects and cold calls or as a mail-out in anticipation of their appointments. You may even consider personalizing a small supply for each "producer" by printing their photo, name and title on the front page.

Trade Show Handout - The newsletter can make a great trade show handout. If a big expo or conference is coming up, and a newsletter is due to arrive before the conference - you may want to put a message on the front page, such as "Look for us at the Spring Underwriters Conference - Booth #100."

At Your Office - Newsletters should be on display in your offices and a reception counter or conference room are good locations. Call us if you need a plastic holder to place on a tabletop.

Proposal Insert - Many members include these newsletters in their proposal booklets along with other collateral marketing materials.

REMEMBER...

*A newsletter is only as good at your commitment to use it. It won't do any good sitting on a shelf.
Digital technology makes tweaking the newsletter to meet your specific needs quick and easy.
The power of cooperative marketing makes it easy and affordable.*