

Wolfe Writing

The Blog

The Benefits of Newsletters

Whether you belong to a professional organization or one related to a personal hobby, chances are good that you receive a regular newsletter. Why? For the same reasons that your business should publish a newsletter.

Newsletters provide organizations with a vehicle for keeping in touch with customers, donors, or members throughout the year, not just around a transaction. They provide useful information about your company and industry that makes life a little better for your customers. Newsletters also help your customers develop brand loyalty while increasing your credibility. And, they encourage sales by providing gentle reminders of your company's existence.

One thing they definitely don't do, however, is sell.

What kind of articles should you write? Anything that relates to your industry and benefits your readers. Articles could offer helpful tips or warnings. Evaluate trends. Offer advice. Showcase customers. Highlight members of your team.

The frequency and size of your newsletter, and the way you deliver it (mail versus email) depends on your audience, your commitment to the project, and your budget. Newsletters don't have to be 8-pages or published monthly to succeed. As long as the intent is to sincerely help customers with useful information, your newsletter can be as big or as small as you can support. Keep in mind, however, that it is better to publish less information more often than more information less often.

Who should you send your newsletter to? That depends largely on your customer profile and your budget. You could send it to your entire database or just to your most active customers.

Regardless of its size, every newsletter should be fun to read. Your customers are looking for a quick distraction from their usual tasks. They want to be informed without being encumbered. Your articles should be serious and relevant to your business, but they don't have to be written in a formal or mundane tone.

To make sure that your efforts are working and your newsletters are being read, try including something trackable in every issue. That could mean a coupon or discount code, a special promotional item, or even entries into a contest or drawing. Whatever it is, giving your readers an opportunity to respond not only lets you know that your messages are being read, but it also helps your readers feel more involved and engaged.

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About Wolfe Writing: Established and operated by Janet Wolfe, Wolfe Writing provides writing, editing, and marketing services for businesses, organizations, and individuals looking to improve their communication efforts, build relationships with customers, and stimulate business growth. To schedule a free consultation, visit www.wolfewriting.com or email Janet directly at janet@wolfewriting.com.