

# The Secret Weapon of Successful Newsletters

*Printed newsletters in eye-catching packaging will captivate your audience and maximize your message*

One of the most powerful – and underused – marketing tools is the printed newsletter. Whether you are a small business with a humble list or an established entrepreneur with a sizeable audience, newsletters are an easy and effective way to communicate with customers and potential clients.

A newsletter keeps your customers up-to-date about your company, shares your insight and expertise, and builds trust and loyalty between you and your readers. More effective than e-mails, which are often lost or quickly scanned and forgotten, a printed newsletter becomes a valued resource for the reader, who saves, rereads and even shares it with others.

## Remember, printed newsletters:

- Impress your customers and become treasured resources
- Have a higher perceived value and are more often remembered
- Give you peace of mind that important information will reach your customers without worrying about spam filters or accidental deletions
- Encourage readers to connect to your message at a deeper, more emotional level

Now let's talk about the step that will make you really stand out from the crowd – delivery. Our unique clear mailing envelopes add the ultimate in pizzazz to your newsletters by literally letting them shine through, wowing your readers before they even open them up.

No matter if you need 5 or 5,000, our team works with you from creation to delivery to make sure your newsletter is stress-free and value-packed. You deserve a powerful newsletter – we will be with you every step of the way to make sure you have it.

## You already have a fantastic newsletter in you, all you have to do is:

- Include interviews with experts on a wide variety of topics or invite an expert to contribute a guest article.
- Share “how-to” articles that will help others succeed using your company's products or services as the foundation.
- Indulge your inner Letterman - everyone loves a numbered list.
- Simplify a technical issue by explaining it in easy to understand terms.
- Provide a case study where your product or service solved a problem for a customer.

Email [sales@vervante.com](mailto:sales@vervante.com) if you would like more information about printed newsletters and the unique ways we can make your product stand out.

