



# Newsletter Program

## FAQs

**Proven Systems has the ability to turn your ordinary company newsletter into an extraordinary sales and marketing tool.** You can forget about the 20, 40 or 60 hours you may have to spend in production time. Bring in the Proven Systems team and knock that number back to one or two hours per newsletter. It's your newsletter, you're in control, we do the work for less stress and better results!

### What exactly will a newsletter do for my company?

A newsletter will keep you in front of prospects and customers regularly. Use a newsletter to:

- Educate prospects and customers
- Raise awareness of your products and services
- Build brand recognition
- Position your company as a thought leader
- Increase web conversions and digital downloads
- Generate sales inquiries

### How often should a newsletter be sent?

Length of sales cycle, marketing strategy and budget all influence the frequency of newsletter sends. We offer monthly, every-other-month and quarterly newsletter options: 40-percent of our clients choose monthly, 40-percent quarterly and 20-percent, every-other-month.

### Can video files be integrated into my newsletter?

**Absolutely!** Multiply exposure to your company videos by displaying them prominently throughout your newsletter.

### How is Proven Systems able to write content on our behalf?

We team up with our clients to leverage their industry knowledge with our newsletter marketing expertise. Our third party perspective allows us to focus on the reader's interests and keeping them engaged.

"Nice job! You guys are true pros at communicating the essence of what we do in an easily readable and entertaining fashion. And it's so nice to read someone else's fresh words rather than the same old ones we've used for 20 years to talk about this stuff."

-Capital Quest

"We received four leads the first day that our newsletter was sent! It looks better than it ever has, the articles have been extremely well received by our readers, and you made the entire process so painless for me!"

-Signs Plus

### We already have email software we like. Do we have to use yours?

No. After we produce the newsletter, we can deliver the creative to you or your Web team for distribution. Either way works very well.

### What if we don't have an email list?

Our "Client Success Services" department offers assistance on how to grow your email list organically and can help you obtain an appropriate targeted email list.

### Who manages updates to our contact list?

We do, as well as all of the other details involved with creating and sending your newsletter.

### Why should Proven Systems produce my newsletter?

Your newsletter will actually get done – professionally, consistently and on time. Without spending countless hours of your own time, you receive a final product that contains customer-centric, interactive articles that your clients depend upon and look forward to reading.

### How do you charge for your services?

Our newsletter program consists of a one-time setup fee and a fixed monthly fee, which will never surprise you or blow your budget.

***How can we get started? Simply give us a call at 800-720-5398***