

Email Newsletters

Maximize Your Message

**Your typical newsletter simply doesn't do the trick.
Proven Systems newsletters are designed to appeal to three key audiences.**

Who should receive a newsletter?



Our newsletters allow you to stay in touch with existing customers *and* nurture relationships with suspects and prospects.

Suspects

Suspects include those you've identified as your target audience but haven't communicated with yet. Proven Systems newsletters build credibility with your target audience and demonstrate that your company thoroughly understands industry issues and trends.

"81 percent of U.S. executives subscribe to industry email newsletters for product information and business intelligence."

-Wall Street Journal

Prospects

Proven Systems newsletters highlight the successes you've had and demonstrate your ability to solve prospects' problems. Combine these success stories with special offers, digital downloads, reports, webinars or white papers, and you'll receive inquiries from prospects who are already engaged, interested, and pre-disposed to doing business with you.

"60 percent of business decision makers said email is the best way for advertisers to reach them."

- Jupiter Research

Clients

Retain and upsell. Existing clients are not always aware of the various ways you can help them. A Proven Systems newsletter will continuously inform your client base of additional products or services you offer – without a barrage of sales pitches or "act now" gimmicks. As a result, your clients are more likely to make repeat purchases and less likely to change vendors.

"For every dollar spent on email marketing ... marketers can expect an estimated \$43.62 [back] in ROI."

-Direct Marketing Association

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