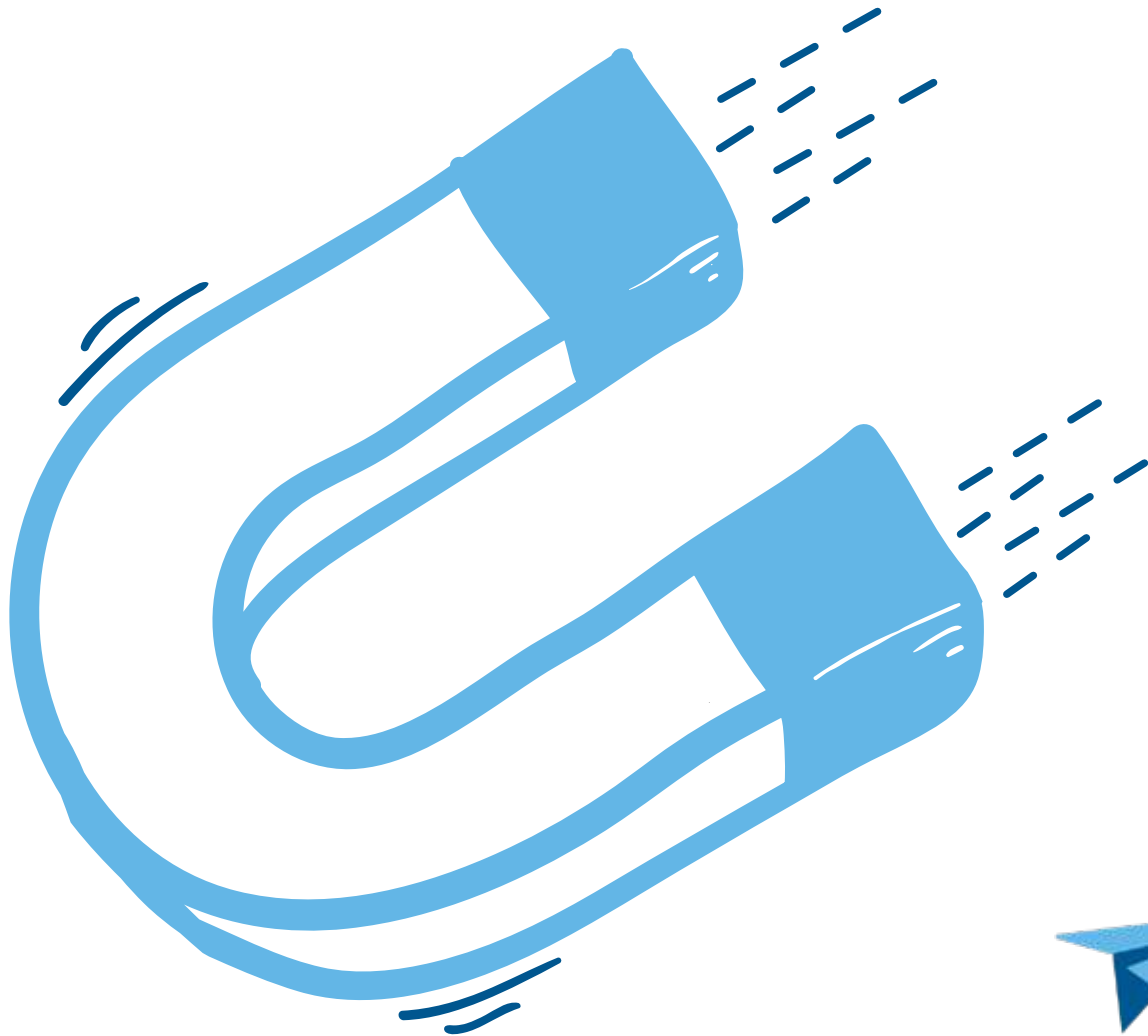


# Customer Retention Guide

Unlock the Secrets to Building Strong and Prosperous Relationships With Your Clients



Newsletter Pro

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We know exactly how important it is to retain customers, because here at Newsletter Pro it's our job to make sure that a customer's initial interactions with a business lead to a strong and prosperous relationship. Which is why we have decided to research why and how to retain customers. We discovered that customer retention comes down to a few specific elements that should be present in every customer interaction.

Those are: **providing a wow experience, staying top-of-mind, and building a relationship that establishes you as likable, familiar, and authoritative.**

## INTRODUCTION

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# CUSTOMER RETENTION AND YOU

Customer retention is one of the most critical challenges facing businesses today. From Fortune 500 companies to mom-and-pop storefronts, profits and profitability depend on the ability to create, and maintain, customers for life. The reasoning for this is very simple: Marketing is difficult and expensive. It costs money to generate leads, create a recognizable brand, and get customers to make their initial purchase. Without customer retention, that time and money are wasted, constantly flowing out as customers decide to use a different product or service. With strong retention, on the other hand, you can maximize marketing efforts and put those investments to use, helping to build momentum not only through that customer, but with every other person that they tell about their experience.

## Why Retention Matters

Marketing can feel like a very personal endeavor. As a business owner, you invest time, money, and energy into strategies and campaigns that are geared toward attracting new clients and introducing them to your brand. What many businesses don't realize is that the most important part of marketing comes after the first sale, when the focus switches to that of reducing churn and maximizing customer retention.

### Monetary Value of Return Customers

According to research by Invesp Consulting, it costs 5-7 times as much to attract a new customer than it is to keep an existing one. By focusing on repeat business, companies are able to establish relationships with their customers and build momentum with them, instead of continuously spending money on acquisition.

A positive relationship with customers is one of the most cost-effective strategies that your business can have. Consumers prefer to do business with people they like and trust, and this likability is even more influential than the cost of

a product. A 2017 report by Microsoft found that 96% of respondents say that customer service is an important factor in how loyal they are to a brand. Those who have a positive experience with a business may spend 140% more than customers who did not have a good experience. This is because the average customer's focus has shifted from price to value. Value includes the price of the item, as well as the perceived value of the entire experience. **This is extremely important when it comes to your profit margins because it directly implies that a strong customer retention rate would ensure that you have long-lasting and loyal customers who will boost your bottom line.**

**Consumer-to-consumer word-of-mouth recommendations generate \$6 trillion of annual consumer spending.**



This level of customer loyalty is created by customer service and the positive interactions your customer experiences before, during, and after the initial sale. Undoubtedly, the quality of your customer service is measured by the kind of relationship that you establish with your customers, and that relationship will determine how invested they are in your success. Evidence of this comes from research that shows happy customers are more likely to make repeat purchases and recommend your company to friends and family. According to the experts at Fundera, 43% of customers spend more money at brands they're loyal to. They are also more likely to spread the word about their experiences. This is invaluable because Invesp found that marketing-induced, consumer-to-consumer word-of-mouth recommendations generate \$6 trillion of annual consumer spending. In addition, people are 90% more likely to trust and buy from a brand that was recommended by a friend. Sales from happy customers, as well as word-of-mouth recommendations, have the power to become a huge portion of your annual income, dramatically reducing your customer acquisition costs and increasing your sales.

## Value of Loyal Customers

Beyond the revenue generated by repeat customers, there are social benefits to having a loyal following. The first of which is the power of brand advocates (people who promote businesses through word of mouth) and referrals; once a customer becomes loyal to your brand, they are much more likely to come back to you for their large purchases and recommend your business to friends and family members. This

is the main reason why a focus on customer retention can create brand advocates, and allow them to boost your referrals, in essence, becoming marketers for your business themselves.

The social benefits of customer retention are perfectly illustrated by one of our clients, the owner of a successful personal injury law firm in Atlanta, Georgia. A few years ago, the firm was doing well, with several lawyers managing and winning a high volume of cases and clients for the firm every year. Despite this success, they were getting nearly zero referrals from all of those satisfied clients. The firm's owner was puzzled; they were doing great work, treating clients well, and winning a majority of their cases, yet their retention and referrals were almost non-existent. This lack of business from past clients was resulting in a very serious loss of cash flow for the firm. In order to figure out what was going wrong, the firm decided to personally call clients they had helped over the past year and ask them where the disconnect was.

Of the 100 people the firm called, virtually zero remembered working with them. In fact, most of the past clients thought he was trying to solicit business from them. The firm had won a \$100,000 settlement for one of these clients less than a year before, and even that (seemingly) satisfied customer hung up on them before he had the chance to explain. There was no bad blood from any of the clients — they simply couldn't remember who the firm was.

It didn't take long for the owner to wonder how clients could possibly refer friends to a practice they couldn't remember. At the end of this report, we'll let you know what they did to make

his business more memorable, thereby generating hundreds of referrals.



## Encourage Word of Mouth

It only makes sense that customers have to remember your brand in order to promote it. On top of that, if they have a "wow" experience, they are much more likely to buy from you, and to refer their friends and family. There are various studies that show that word-of-mouth marketing is one of the most valuable forms of marketing. Why? Because 92% of people trust recommendations from friends and family over other types of advertising. Once consumers get a recommendation from someone they trust, they are far more likely to become loyal customers as well. Once a customer is loyal to a brand, they are more likely to spend more as well. 84% of people trust recommendations made by friends and family more than any other form of advertising, according to a study by Nielsen. In addition, referred customers remain loyal for longer: The lifetime value of referred customers was 16% higher than non-referred customers.

How the referral occurred makes a difference too. A national Harris Poll surveyed 2,000 customers and found that 82% of Americans say they seek recommendations from friends and family, and 67% said they are more likely to purchase a product when a friend or family member shared it through social media or email. Creating a word of mouth or referral campaign can deliver real results for your business, whether you're offering incentives for the referral, promoting a contest, marketing the campaign through email or social media, or simply providing customers with an exceptional

customer experience. (Customers who enjoy positive experiences are likely to spend 140% more than customers who report negative experiences, according to Forbes).

Social influencers are becoming a form of word of mouth marketing as well. Though influencers may not be family and friends, they offer valuable and unbiased opinions that viewers trust, and that can influence their buying decisions.

## Common barriers to retention

Due to the monetary value and social benefits of customer retention, it is important to understand exactly why customers leave. That understanding comes from learning about customer preferences, and the factors that cause them to churn. Churn, or attrition, is one of the most devastating factors affecting profitability because it marks a loss of the investment that it took to attract each customer in the first place, in addition to the loss of potential future sales and referrals.

Even a 5% monthly churn rate means a 60% loss of customers over the course of the year. That statistic alone is scary enough, but an American Express survey found that on average, an individual will tell nine people about good experiences and 16 people about poor experiences. Imagine if 60% of your customers were telling 16 of their friends about bad service they had received with your company. The numbers add up quickly and it's clear to see why it's so important to learn why people churn and how to minimize it.



Lack of Relationships

When it comes to attrition prevention, the effect of consumer-business relationships is truly astounding. Research has shown that improving customer experience (relationships) can help increase loyalty and drive growth. Relationship building can encompass many different things, but the most notable is the customer’s perception of their own importance to the company. They want exceptional customer service, appreciation, and a personal touch that helps them connect on a deeper level than your average business interaction. Have you ever been a “regular” at a restaurant, brewery, or even your local pharmacy? When someone goes into a business and the owner or employees know them by name, that can go a long way in making them feel special, and will certainly make them want to come back.

Human beings are social creatures, and as the amount of our daily interpersonal interactions has shrunk, our desire for connection has grown. There is an incredible opportunity for business owners to close the gap, provide connection, and make a notable impact on their customer base. When they neglect these needs, the lack of a relationship with customers can leave businesses vulnerable to price wars, economic downturn, and competition. That’s because relationships and satisfaction are noted as the most important factors when it comes to whether a customer will stay with your company or consider your competitors.

Relationships also help minimize the occurrence of passive churn. Passive churn occurs when customers fail to


“ Emotions drive their decisions, and those emotions are strongly affected by their personal interactions with a business ”

continue services, without actively deciding to leave the company. One example of this is simply forgetting their options when it comes time to make a purchase. This happens to consumers all the time in cases when a product or service has a longer buying cycle, such as a car, furniture, kitchen cabinets, or HVAC services. When a homeowner has a new furnace installed, they may not need a new one for up to 20 years. A contractor can go above and beyond providing the homeowner with an amazing price, an exceptional installation, information on how to use and maintain the furnace, and more, but 20 years is a long time to expect the homeowner to remember this interaction, even if it is outstanding.

When the time comes for the homeowner to schedule a repair, maintenance, or buy a new furnace, what will make them go back to the same contractor instead of someone else? The contractor has remained top of mind. Establishing and maintaining a relationship between consumer and business owner will ensure that, in this example, the homeowner remembers

their exceptional experience with the contractor. Providing an exceptional experience will certainly help, but memorability can go a long way in turning a one-time customer into a lifelong customer. Neglecting the relationship, however, or failing to remain top of mind, can almost guarantee that the homeowner will shop around for the lowest price on their next new furnace.

Industries that only see customers a few times a year (or even every few years) are especially susceptible to passive churn because customers may simply forget about their previous positive experiences. By connecting with consumers on a personal level, a consistent relationship serves as a foundation for memorability and staying top of mind.

 **Customer Service is King**

In order to build relationships, encourage brand advocacy, and create lifelong customers, it is essential that businesses provide exceptional customer service. Looking through retention literature, it’s difficult to find a list of marketing statistics that doesn’t name bad customer service as the No. 1 problem leading to dissatisfaction and attrition. One study by Bain & Company found that a customer is four times more likely to defect to a competitor if the problem is service related rather than price or product related. The implications of these findings are incredible as they indicate that customers care more about the social aspect of a business than they do the personal cost, or even the quality of their purchase.

Studies like this resoundingly show that people are now prioritizing quality of interaction over personal gain.

Commerce has become so much more than exchanging X for Y. Consumers now feel emotionally invested in their buying decisions, products, and the brands that they choose. While this provides an opportunity for businesses to foster connections, it can also be a double-edged sword. If customers feel ignored, mistreated, or generally dissatisfied, they are considerably more likely to take their business elsewhere, regardless of the quality of product. The international management and consulting firm McKinsey found that customers’ emotions drive their decisions, and those emotions are strongly affected by their personal interactions with a business. McKinsey discovered that when an emotionally charged interaction was resolved positively, 85% of customers increased their value to the company. Equally important is the fact that when those interactions were mishandled, more than 70% of customers reduced their commitment and investment with the business.

It’s incredible to think that the relationship a business owner has with their customer can play such an important role in retention; however, more and more research is proving that the relationship is the single most influential factor when it comes to choosing a business. An American Express survey discovered that 3 out of 5 customers would try a new brand or company in order to have a better service experience. This clearly indicates that experience outweighs pricing and even personal preference

— but what else is causing customers to leave one business for another?

### Retention Isn't a Business Priority

Some 44% of companies have a greater focus on customer acquisition, and only 18% focus on retention, according to Invesp. The shiny new object in the business world is the new customer. Gaining a new customer is exciting, it's proof that your marketing efforts are working and, of course, it's a sale. But when all of the focus is put on customer acquisition, it leaves existing customers feeling like they were left out in the cold. Businesses often tend to treat new customers better as well

## How you can improve customer retention

One way to think about customer retention is as a support network. Back in 2005, Entrepreneur.com posted an article called "5 Key Ways to Build Customer Relationships." In this article, the author compares marketing to pushing a boulder uphill — you can either do it yourself, or you can recruit an army of enthusiastic customers to help you push your product to the top. You accomplish this by building relationships with everyone you do business with, and ensuring their experience keeps them buzzing about your company.

The boulder metaphor is a great example because it really embodies the physical and emotional struggle of sales and marketing, which can sometimes feel like an uphill battle. It also shows how a strong relationship with customers can become a sales lifeline through retention and referrals. Entrepreneur's article puts it best when

(welcome discounts, a free gift with their first order, etc), with the hope that putting in a lot of effort at the beginning will be enough to maintain them as long-term customers. This strategy can only work for so long, though; a new customer will eventually lose their shine and excitement, but that doesn't mean they are no longer providing value to your business. In order to show long-term customers that they are valuable, that you do appreciate them, effort needs to be put into retaining them — maintaining that relationship and continuing to provide exceptional customer service, among other things.

it says, "How do you turn networks of contacts into customers? Not by hoping they'll remember meeting you six months ago at that networking event. Networking is a long-term investment — you need to communicate like your business depends on it. Do it right by adding value to the relationship, and that contact you just made can really pay off. Communicate like your business's life depends on it (hint: And it does!)."

There is no simple equation for making customers stay, but there are several strategies businesses can focus on in order to minimize their attrition rates, increase their retention value, and boost referrals. Retention involves changing the marketing

mindset from short-sighted acquisition (focused on the one-time sale) to customer retention that measures the CLV (customer lifetime value) and potential profit as a whole.

### Build Relationships That Matter: Personal, Professional, Powerful

Remember the law firm owner? The firm was struggling to create relationships with their clients, and the business was suffering as a result. After calling 100 previous clients and realizing that no one remembered their name, they decided to try mailing a monthly newsletter. Within six months, the newsletter campaign was boasting the highest ROI of any of their marketing strategies. They were getting dozens of referrals per month, maintaining good relationships with all of their previous clients, new cases started flooding in, and the firm became a celebrity in the world of personal injury cases. They now recommend everyone do a newsletter campaign, and we tend to agree.

The goal of achieving personal, professional, and powerful relationships is so important that we made it our mission here at Newsletter Pro. We know that a lack of relationships is one of the major causes of churn, and that the solution lies in a more personal connection. The Internet has

provided consumers with more options than ever before, so it falls on business owners to stand out — in a good way. The best way to do that is to let customers

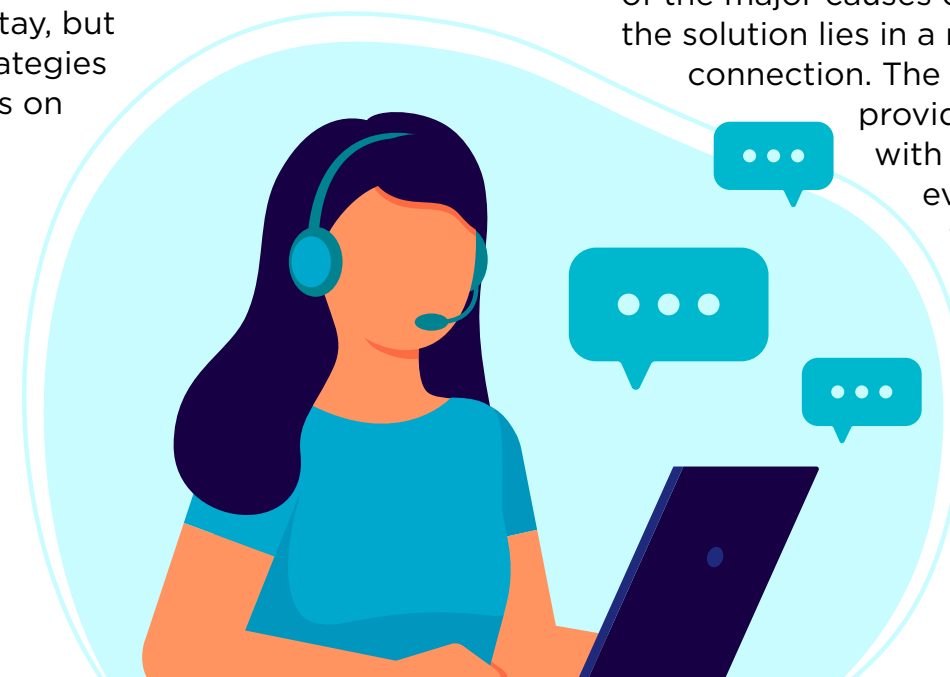
**For every \$1  
you spend  
on email marketing,  
you can expect an  
average return  
of \$42**

see the people behind the brand. You can do that by becoming high touch over high tech. Exceptional customer service, likability, and loyalty all play into the central theme of relationship building, which often takes repeated exposures to a brand over time.

### Stop Forcing the Sale

It sounds counterintuitive, but one of the best ways to make a sale is to stop focusing on income and start thinking about your impact. Take a break from the sales pitch and focus on helping your customer; they are much more likely to be a loyal brand advocate if you make a difference in their life, rather than just a dent in their wallet. This is partially due to a psychological principle known as reciprocity, which basically states that we are hardwired to return favors after they have been done for us. In the business world, this translates into brand advocates and customer loyalty in exchange for exceptional care and service.

One of the most interesting research studies proving this effect was done in 1974 by the sociologist Phillip Kunz. Kunz mailed out handwritten Christmas cards with a note and a picture of him





with his family to approximately 600 strangers who were chosen at random. Interestingly enough, even though people had no idea who Phillip Kunz was, he received nearly 200 replies. This one experiment led to dozens of marketing tactics that played on people's inherent desire for reciprocity.

- A free mint with your check at a restaurant was found to increase tips by up to 20%.
- Free mailing labels sent out by the Disabled American Veterans Charity are responsible for nearly doubling the number of people who decided to contribute to the cause — from 18% to 35%.

These examples show that people are programmed to want some kind of relationship with the people that they do business with. Whether it be through thoughtful gestures (like free gifts) or exceptional customer service, the point is that people love to be appreciated, and they feel obligated to return the favor.

Instead of going in with the goal of making money, go into every transaction wondering what you can do to improve that customer's life, change their day, or make something easier for them. This is one of the key ways to ensure that customer service goes beyond the sale, and it also improves your chances of transitioning prospects into customers because it allows you to invest in people even before they generate income.

### Communicate With Your Customers

Texting or calling a friend is one of the easiest ways to maintain your relationship with them, no matter

what's being said. It's a way of showing them that you care and want to hear how they are. As a business, it's obviously not efficient to have a phone conversation with each of your customers, but communicating with them somehow will show them that they mean something to you.

Regardless of the mode of communication (SMS, social media, email, direct mail, in person) there are two important things to remember: make it meaningful and do it consistently. In an article from McKinsey & Company, they state that "We found that a company's performance on [customer] journeys is 35 percent more predictive of customer satisfaction and 32 percent more predictive of customer churn than performance on individual touchpoints."

**If your company wants to improve customer experience, there needs to be consistent communication throughout the relationship, not just when they first sign up or only after they make their first purchase.** In order to make communication meaningful, which can be different for each customer, make it a point to ask for their feedback: What can you as the business owner do to make their experience better? What can you do to improve their lives or make things easier? A customer survey asking them how likely they are to recommend your business to a friend is a great way to gauge their satisfaction, and a separate open-ended answer can provide an opportunity for them to explain their rating. It is essential, however, that you respond to their feedback with more than a simple "Thank you for your feedback." You need to close the feedback loop and make a meaningful effort to improve based on the feedback.

### Digital Marketing

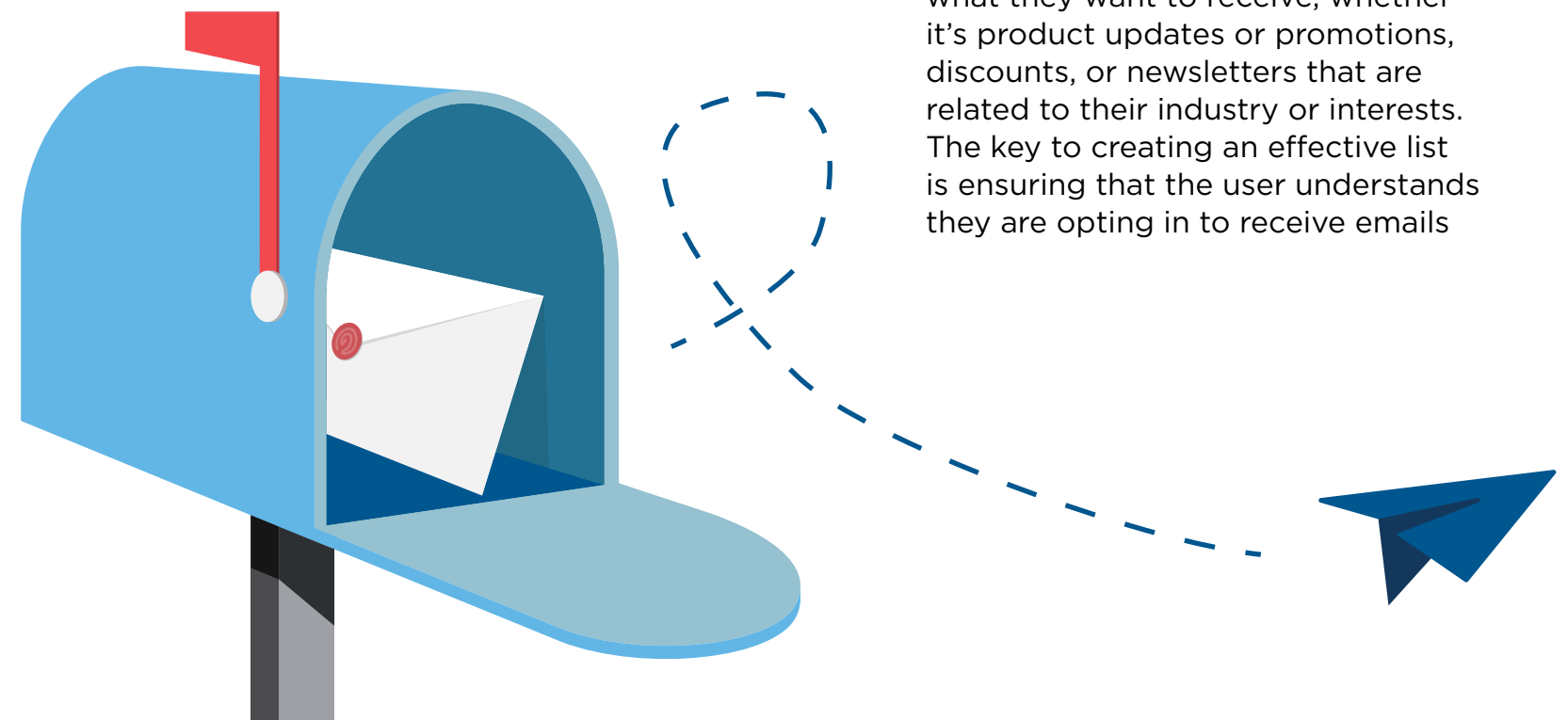
With 4 billion email users, it's clear that society has evolved to the digital age, but our brains may not have. According to Gallup, **41% of Americans of all ages (35% age 18-29) look forward to checking their mail each day.** We are biologically and socially programmed to appreciate physical mail, which is why it has remained as one of the most effective long-term marketing strategies of all time. The same Gallup report found that 60% of Americans reacted very positively/positively to receiving a magazine, and 46% to a catalog. On the other hand, 51% of recipients reacted very negatively/negatively to an advertising card or flier. While Americans enjoy getting to know a brand and leisurely looking through a magazine/catalog, they don't like being sold to. Yet, direct mail offers a 29% return on investment, according to Marketing Charts, whereas paid search and online display only saw 23% and 15% ROI, respectively. It all comes

back to creating a relationship with your consumer and delivering content that they want to receive.

Monthly newsletters are the perfect, consistent advertising strategy that can help create a psychological hook. Though similar to email, newsletters have the added benefit of being delivered physically to existing and potential customers' mailboxes.

### What makes email marketing effective as a customer retention strategy?

- **Building a List:** You can't expect email marketing to be effective without recipients, or if those recipients aren't actually interested in receiving your emails. One of the best ways to build an email list is to offer an incentive for people to provide you with their email address. This could be something simple like a fun and interesting update each morning, a contest or giveaway, or something more valuable such as a relevant ebook, white paper, or downloadable asset. Customizing your incentive can be beneficial as well; you can do this by allowing users to choose what they want to receive, whether it's product updates or promotions, discounts, or newsletters that are related to their industry or interests. The key to creating an effective list is ensuring that the user understands they are opting in to receive emails

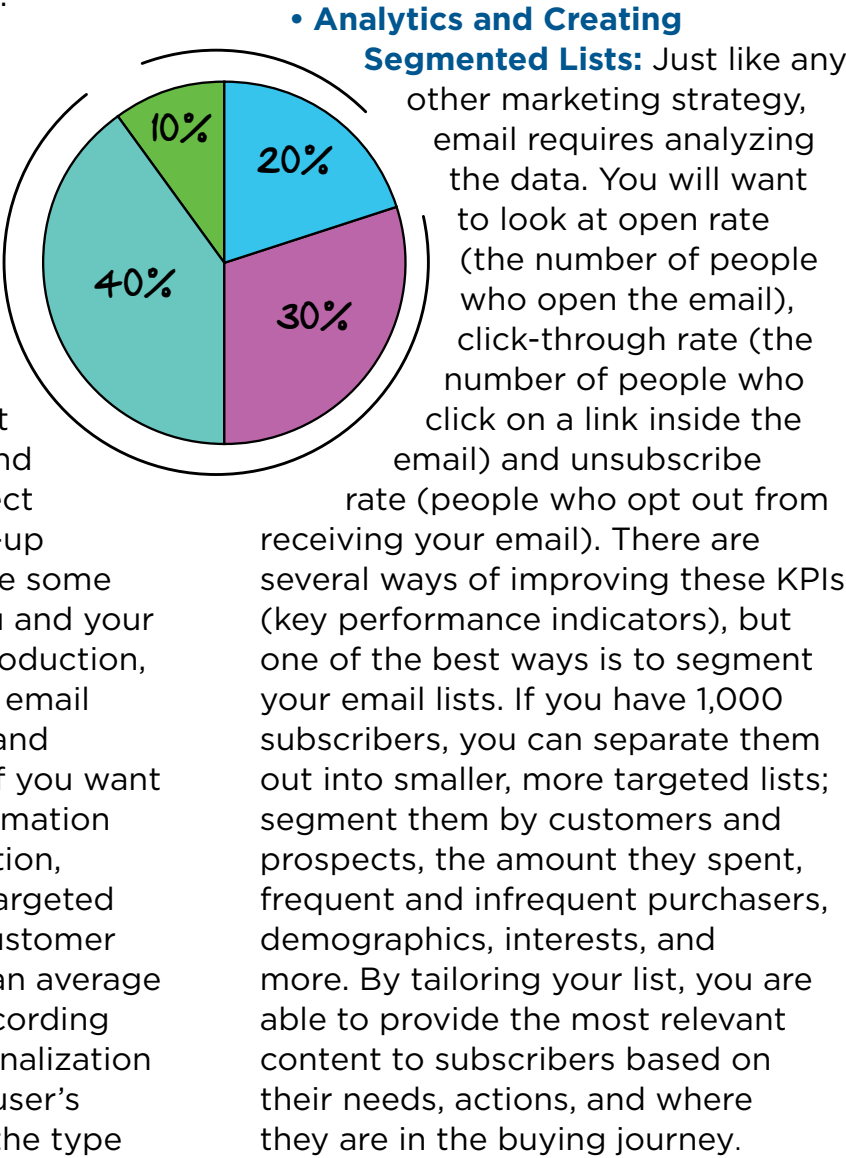


from you, and that they have a clear and easy way of unsubscribing — getting the user’s permission to email them is a requirement.

- **Providing Great Content:** Whether you’re sending daily updates, a weekly blog or sales promotion, or a monthly newsletter, you need to provide your subscribers with great content that is sent consistently. To start, send a simple welcome email that says thank you for joining and outlines what they can expect from future emails; a follow-up welcome email could include some basic information about you and your business. After an initial introduction, using automation can make email marketing efficient for you and predictable for your users. If you want to maximize the use of automation for ROI and customer retention, 74% of marketers say that targeted personalization increases customer engagement, and they see an average increase of 20% in sales, according to Campaign Monitor. Personalization doesn’t have to be just the user’s name, either, it can also be the type of content they receive, the user’s gender, location, and interests.

**Pro tip:** if you’re sending email newsletters, keep the content free of sales pitches; balance the newsletter with a mix of news or updates about your business, the industry, or relevant and useful information for the reader. It can also include personal stories to provide readers with a glimpse into your life, helping them feel a stronger connection with you and

your brand — a stronger consumer-business relationship ultimately means greater loyalty and more sales.



**Direct Marketing**

With 4 billion email users, it’s clear that society has evolved to the digital age, but our brains may not have. According to Gallup, 41% of Americans of all ages (35% age 18-29) look forward to checking their mail each day. We are biologically and socially programmed to appreciate physical mail, which is why it has remained as one of the most effective long-term marketing strategies

of all time. The same Gallup report found that 60% of Americans reacted very positively/positively to receiving a magazine, and 46% to a catalog. On the other hand, 51% of recipients reacted very negatively/negatively to an advertising card or flier. While Americans enjoy getting to know a brand and leisurely looking through a magazine/catalog, they don’t like being sold to. Yet, direct mail offers a 29% return on investment, according to Marketing Charts, whereas paid search and online display only saw 23% and 15% ROI, respectively. It all comes back to creating a relationship with your consumer and delivering content that they want to receive.

Monthly newsletters are the perfect, consistent advertising strategy that can help create a psychological hook. Though similar to email, newsletters have the added benefit of being delivered physically to existing and potential customers’ mailboxes.

**What makes direct mail marketing effective as a customer retention strategy?**

- **Creating the Right Content:** What differentiates email from newsletters is the type of content that is included. With email, subscribers will expect to receive product discounts; with direct mail, however, they want news and updates that will make an impact on their lives. The ultimate goal of a newsletter is to communicate and establish a relationship with customers through educational and entertaining content that relates to either you, your business, or the overall industry. Again, having a relationship with your customers will ensure that they stay with you longer, buy more, and refer your business to friends and family.

- **Having On-Point Design:** A visually pleasing email is great, of course, but design is essential in order for a newsletter to actually be read. Effective newsletter layout and design can create a visual journey for the reader, leading them from article to article with thoughtful graphics, text call-outs, and organizational elements that make the mailer easy and enjoyable to read. The design is also an opportunity to establish and promote the unique aspects of your brand’s logo, colors, and other distinguishing features.
- **Being Thoughtful About Sales:** As the Gallup poll showed, 51% of recipients of physical mail reacted negatively when they received an advertisement. But there is a smart way to send sales promotions in direct mail marketing. For a sale or promotion to feel natural, to prevent the recipient from being turned off by the mailer, it’s all about the timing and method of delivery. A free standing insert (FSI) within a newsletter can promote an upcoming sale, provide information about a product or service, and more, yet it is separate from the newsletter and its content. It’s a way to offer sales while being discreet and unobtrusive. The key to using FSIs is the timing: At most, a newsletter should include an FSI once every three months. Used any more frequently than that and the recipient will place less value on the newsletter itself and may eventually stop reading it altogether.

**Case Study:  
Direct Mail is Alive and Well**

The Sony case study is a perfect example of the benefits of direct mail marketing. As competition in the electronics market grew,

Sony found that its sales were dropping and advertisements were bringing in fewer and fewer new customers. In a move of marketing genius, they realized that customer retention would be the best way to increase revenue and strengthen the brand. The trick would be to encourage customers, who had already made a large purchase, to make another purchase in a short period of time, while still maintaining a positive relationship with the brand. They decided to try direct mail, with an audacious goal to increase revenue on these repeat sales by 20% within 90 days.

To accomplish this feat, they sent a customized postcard out to customers within two weeks of a purchase. The mailer thanked them by name and referenced the product they bought, in addition to an offer for 10% off the purchase of a DVD player. Two weeks later, a second postcard offered a discount on a television. This strategy was cheap and easy, and the results exceeded Sony's most optimistic calculations. Here are the numbers: The revenue per thousand pieces was four times that of electronic campaigns, and the ROI was four times the company's threshold. Remember that goal of a 20% increase? By the end of the campaign,

Sony accomplished a 145% increase in repeat sales. The best part is that they meticulously tracked the campaign analytics and found that this growth was a direct result of the mail campaign.

Sony's marketing venture proves that these same traits can be applied for marketing success by implementing a direct mail campaign focused on customer retention and brand building.

## Conclusions

1. There are three foundational elements to a successful customer retention strategy: creating and establishing a relationship, customer service, and consistent communication.
2. Customer retention efforts can be maximized when utilizing multichannel campaigns: direct mail and digital marketing methods.
3. With direct mail, people are more likely to read the information you are sending them.
4. Readers enjoy direct mail so much that 40% want to take it with them and potentially share it with other people.

Over the past few years, marketing firms have been researching the cause of direct mail's success and have been trying to figure out why this strategy has such tremendous staying power. GKIC co-founder Dan Kennedy is quoted as saying, "I am here to assert that NOTHING ELSE can deliver the riches that direct mail can and does when it is fully understood and properly deployed." He also says "wealth is tied to postage stamps" and that his own personal wealth is firmly rooted in, and built on, direct mail.

Through extensive research and analysis at Newsletter Pro, we have discovered that the key to customer retention is building meaningful relationships that go beyond the business transaction. Our research has also shown that multichannel marketing is the best way to achieve that strategy, by providing customers with a consistent and friendly way to connect with businesses on a regular basis. By utilizing multiple campaign strategies, businesses have found tremendous success in increasing their retention rates, referrals, and, as a result, the overall lifetime value

of clients. These mailers also provide businesses with a tremendous opportunity to build their brand, increase customer satisfaction, and distinguish themselves in an increasingly competitive market.

If your company wants to cut through the marketing and advertising noise that is being thrown at consumers every day, we want to help you put together a direct mail marketing campaign. Stand out from your competitors by making a real connection with your customers through a print newsletter. The team at Newsletter Pro has been custom writing, designing, and distributing company newsletters for more than 10 years, and we know what it takes to make them successful. With lasting relationships with your contacts, your business can see an increase in customer lifetime value and sales. Let us help you by scheduling a free strategy session with one of our pros.



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