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Create a Successful Newsletter

By Tracy Paine, Vice President – Marketing

Direct mail is one of the most effective marketing tools available. It can increase name recognition, entice prospective clients to call you, and help you assert your expertise in a niche market. If conducted consistently, direct mail can also help your firm strengthen existing client relationships.

A newsletter is a great marketing tool that any company can use. If done right, a newsletter will keep your firm's name in front of clients and prospective clients, and can position you as a source of expert information.

Create an Effective Newsletter

Focus on your clients. Your newsletter should focus on topics that would be of interest to clients. Put yourself in your client's shoes and use it as a forum for items that clients and potential clients can use in their day-to-day operations.

Clearly identify the firm. Your masthead should prominently feature your firm's name and/or logo. It is important that your clients know where an interesting newsletter comes from every month.

Be specific. If you serve several markets, try creating short newsletters for each of them instead of one general publication. Market-specific newsletters help you reach the goal of being known as the expert in that field.

Keep the design clean and simple. Better to under-design than over-design. For many people, simple design and solid information go hand-in-hand. Make sure your typeface is easy to read. Take care to lay out articles clearly, with white space and bullet points that break up text, and use headlines that draw attention. Many successful newsletters are three-hole punched - a subtle message to readers that the information inside is something worth keeping.

Make the Newsletter Cost-Effective

Preprint newsletter shells. Newsletters that have accent colors are more popular and eye-catching than simple black-and-white publications, but the printing costs can add up – especially if the print quantity is small – because of fixed costs such as preparing the printing press with proper inks and plates. The per-copy printing price goes down dramatically as your



Miller Hilites edition that included a timeline of events within the newsletter of major milestones within the company celebrating MM&A's thirty year anniversary.

quantity increases. Take advantage of quantity discounts and design your newsletter so that the accent-color elements (such as the nameplate and page numbers) are positioned the same in every issue. Have the accent color elements only pre-printed on a one-year supply of paper. Then, when it is time to print each issue, take the preprinted color "shells" to the printer and have the black elements printed.

Cut back on mailing costs. Mailing rates are constantly on the rise, so postage can eat up a large portion of any newsletter budget. It may be possible to get your newsletter to a number of clients by including it in an envelope with other mailers you may already be sending, such as billing statements.

Consider electronic delivery. An increasing number of firms are sending their newsletters out in electronic format. This allows firms to eliminate the printing and mailing costs associated with hard copies of newsletters.

These are just some of the ways a firm can create a successful and cost-effective newsletter. Marshall Miller Communications Group (MMCG) specializes in print design, especially newsletters. If you need assistance in the development of comprehensive and cost-efficient communications strategies, please give MMCG a call at 276-322-5467 or visit our website at mma1.com.

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