

Increase your Brand Popularity with Newsletters!

To increase brand awareness, marketing communication in the form of newsletters is effective and inexpensive. Newsletters are a contrivance used to increase brand awareness for companies in a variety of industries. Whether the product is food, clothing or cars, a well-scripted newsletter can serve every customer and every product with the solution that best serves its needs.

Flexibility is the strength of a newsletter. Before you choose to promote your brand via newsletters, you need to know your market well enough to focus on it, and you need to know your prospects to focus your promotional activity precisely where it is required.

A company may have best products in terms of effectiveness, price and performance, but with virtually no brand awareness, and a limited marketing budget, interactive newsletters help elicit better responses from customers. It is not the individual products, but the Company brand awareness that is of consequence. What helps the branding effort is the company name, which should be made unforgettable. Your firm name must appear towards the top of each newsletter and you have the option of adding a phone number, website address, partner name, character space permitting. Every aspect of the newsletter from the design, links and content to the delivery is important.

You need to make an impact, thus your creative team should be able to produce newsletter content that is eye-catching, engaging, informative and interactive. Consumers exposed to interactive newsletters feel more favorably towards the brand than when exposed to a non-interactive newsletter.

Use of catchy slogans, memorable solutions and recognizable logos make for a powerful newsletter. There are a few salient points that you need to draw upon and focus on, as follows:

- Focus on actual statistics, preferably those that have been quantified by external sources.
- Differentiate from other brands selling the same products through innovation.
- Mention a free trial period price/cost savings guarantee. This is of course only if you are 100% confident in your information.
- Avoid mentioning that you are better than another company. If you do, quantify with an external source.
- A great script works wonders to drive the trade to your website.
- Make sure that 1) New Products. 2) New Trends are highlighted.
- Utilize and leverage fully endorsements, recommendations, etc.



- Find newsletter editors whose subscribers are part of your market niche or it might not prove very successful for you.
- Do not transfer the copyright of your article to anyone, but only grant the right to print your newsletter. This way you can submit one newsletter to several editors and each many more potential subscribers.
- Include your entire web site address so individuals can simply click on the address and be taken directly to your page.

Branding is all about making an indelible mark or impression on somebody or something. Newsletters work to deliver valuable information to your prospects and clients that will set your business practice apart. It will not only develop client loyalty but also attract new business. Email newsletters allow you to provide your contacts with information they will find valuable. A newsletter is a cost-effective option that guarantees the exposure that you're after. Boost your presence in your market by promoting your brand via newsletters. If you target your efforts well, a newsletter can be a great brand builder.