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# NEWSLETTER TEMPLATE



WHAT’S UP!

Using an e-mail newsletter can be an effective, low-cost method for staying in touch with your customers. It helps reduce churn and can easily generate more business from customers you have already spent a great deal of effort to win. Since there are no mailing and printing costs involved, it is also very gentle to your bottom-line. Another benefit is the almost instantaneous delivery that e-mail affords. You do not have to worry whether the Post Office will get the newsletter to your customers in time for them to take advantage of a special offer.

Microsoft Office Word makes it simple to create and send e-mail newsletters. Customers will appreciate the regular communication and you could be rewarded with more business from your existing customer base.

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| “Make sure you do not lose the customers you have spent so much energy to acquire.” |  |
| OUR MISSION  Regular communication with your customers lets them know how much you value them and their business. Show them that you care by offering valuable information such as tips on how to use your products and services more effectively, event announcements, information on upcoming new products and expanded services, and special discounts on existing ones.  Regular communication with your customers lets them know how much you value them and their business. Show them that you care by offering valuable information such as tips on how to use your products and services more effectively, event announcements, information on upcoming new products and expanded services, and special discounts on existing ones. |  |

OUR STRATEGY

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