

3 Big Reasons To Use Marketing Newsletters

[And why you should get them from PDI Global ...]

Simply put, these proven, cost-effective and versatile communication vehicles are among the best business development tools available.

Nearly all successful accounting firms, law firms, banks, financial advisors, insurers and other professional service providers send out marketing newsletters. Why? Because they work.

Survey after survey confirms what savvy marketers have long known: Newsletters help to increase visibility, educate readers about important issues, keep a firm top of mind, build loyalty and goodwill, and encourage contact with the firm providing it. While they might not lead directly to an engagement or sale, they often prepare the way for one.

Newsletters provide an efficient way to reach a broad audience, and they generally cost less per contact than advertising, sales calls, or direct mail promotions. And when you use a ready-to-send newsletter (print or electronic) from PDI Global, the benefits and savings are even greater.

Here's a closer look at why you'll want to make a newsletter — especially one from PDI Global — an integral part of your marketing visibility and communication program.

1 Newsletters are read and valued by recipients

A 2002 survey by Standard & Poor's of 4,000 clients of financial services companies found that:

- 92% read at least some issues of the newsletters these companies send out, 83% read most or some articles and 84% find the information useful.
- Most respondents took action after reading a newsletter: 72% saved articles for future use, 74% visited the provider's Web site, 60% passed on an article to a friend, and 40% called or stopped in for more information, or consulted a financial advisor.

Similarly, a recent survey by the Legal Marketing Association showed that:

- 84% of the corporate clients who receive newsletters find the information relevant.
- Almost half of those surveyed said that a timely, well-written article in a newsletter would prompt them to call the sender for an appointment.

And in a survey of its own, PDI Global found that 81% of its newsletters are read by more than one person. On average, each newsletter gets passed along to two others, greatly leveraging its reach.

2 Newsletters are more cost-effective than other marketing tools

Newsletters cost less per contact than advertising, direct mail, exhibiting or sales calls. According to data presented by Financial Publishing Services Co. in the June 2002 issue of *ABA Bank Marketing* magazine, client newsletters cost approximately \$1.50 per contact. That compares with \$1.60 for direct mail promotions, \$3.40 for publication advertising, \$20 for exhibiting and \$500 for in-person sales calls.

Plus, a report by the Direct Marketing Association shows that newsletters continue to be ranked above other methods as the best tool for developing new business. On a scale of 1 to 10, with 10 best, newsletters scored highest, at 7.6. By comparison, seminars/workshops scored 7.1, calling on referrals, 5.5, advertising, 5.1, cold sales letters, 4.5, cold phone calls, 4.1, and cold sales calls, 3.4.

3 Newsletters have multiple uses and benefits

You can use a newsletter for many purposes related to business development, including:

- Introducing your firm to prospects and keeping in touch with clients, referral sources and the media. Newsletters help build new client relationships, retain existing clients, and facilitate cross-selling and up-selling.
- Educating readers about relevant issues and informing them about ways you can be of service to them, their friends and their clients. This helps establish your credibility and demonstrate your knowledge and capabilities.
- Increasing your visibility, reinforcing your brand and supporting your other marketing initiatives. The regularity of newsletters gives you added exposure and demonstrates your firm's permanence, reliability and consistency.
- Providing a reason for a follow-up call and laying the foundation for building more business. Newsletters are perfect for starting a conversation about the topics involved that can lead to selling more services.

Even if the recipient does not read the newsletter, he or she has picked it up and seen your firm's name in connection with valuable information. This alone has several benefits:

- You have made an advertising impression and reminded the reader of your firm and the services you provide.

- You have established yourself as a knowledgeable professional resource.
- You have touched the client and distinguished yourself from the rest of the crowd.

All of this makes newsletters one of the most versatile and effective marketing tools available. If you aren't using one, you're missing out on a powerful way to achieve your business development goals.

Why You Should Get Your **Newsletters** From **PDI Global**

While theoretically you might be able to write and produce your own newsletter, this usually is not the best way to go. Doing your own newsletter is usually costly, difficult and time consuming. Partners lose valuable billable hours when writing newsletters, and producing a well-designed newsletter in house takes more talent and resources than many firms have. Also, choosing topics, writing articles and managing production can conflict with other responsibilities. And when those responsibilities take precedence, the newsletter doesn't go out.

This is where PDI Global comes in. Because we specialize in developing and delivering a large number of marketing newsletters, we are able to achieve significant economies of scale in writing and producing them. **This enables us to offer you professionally written, high quality newsletters for significantly less than a comparable one produced in house.** (See next page.) There are other benefits, too, including:

- **PDI Global newsletters always go out.** Regular communication with clients, prospects and referral sources is essential to keeping your firm top of mind and building brand awareness. Unlike communications produced in house, PDI newsletters go out regularly — even when your firm is too busy to write one.
- **PDI Global offers more than 40 newsletters for a wide range of markets and practice areas.** So you don't have the extra headache of developing multiple newsletters to reach your different audiences. Many of our clients subscribe to several newsletters to have both specialized focus and broad coverage.
- **PDI Global offers both print and electronic formats.** Despite the increase in e-mail and other forms of electronic newsletters, print newsletters remain the most popular format. The Standard & Poor's survey mentioned above found that 33% of respondents prefer print, 21% favor e-mail and 41% wish to receive both. From the provider's perspective, a 2002 PDI Global survey found that 95% of firms sending newsletters send out print copies via regular mail, 5% use some form of e-mail exclusively, and 22% use both print and electronic newsletters. Print newsletters have a longer shelf life than electronic ones, and their tangibility often makes a stronger, more lasting impression on the reader.

Yet electronic newsletters cost less and are easier to distribute, so you can issue them more frequently. Plus, some readers prefer them. So PDI Global offers PDF and HTML versions of its newsletters for e-mailing or for posting on your Web site. This enables you to get the full benefits of each format while giving readers the one they want. Be sure to ask us about the specifics of our electronic newsletter options.

- **PDI Global newsletters give you many custom options.** Each newsletter has space on the front cover and the entire back page that you can customize with your logo, service capabilities, biographies, testimonials, custom articles and other information you want to share with readers. You can also get PDI newsletters in custom colors and designs.
- **PDI Global newsletters enhance your firm's image.** The engaging articles, written by top practitioners and polished by professional editors, present helpful information that positions you as an expert in your field. In addition, the eye-catching full-color cover designs and layout make a favorable impression on recipients and enhance your image as a firm that delivers quality and excellence.

Why you save big with PDI Global newsletters

Marketing experts have found that newsletters are one of the most effective ways to develop relationships with new clients and maintain relationships with existing ones. Yet many professional service providers still fail to take advantage of this powerful marketing tool. Why? They think a newsletter costs too much.

While that thinking may be correct for newsletters produced in house, it fails when applied to a marketing newsletter from PDI Global. As the following numbers show, our newsletters cost a fraction of what it would take to produce your own.

To see how this is so, let's say you want to produce 500 copies of a four-color, eight-page bimonthly newsletter with four articles per issue, or 24 articles per year. In our experience, it takes about 10 hours to research, write and edit a typical 1,000-word newsletter article. At an average billable rate of \$200 per hour for partners (or comparable measure of time-value for top producers), developing the articles will cost your organization \$48,000 a year in lost revenue.

Add to this typical desktop publishing costs of \$1,200 per issue (12 hours at \$100 per hour) and printing costs of \$1,135 for 500 copies, and you get an annual cost of \$62,010. The following table summarizes the costs of producing your newsletter in house.

Task	Typical annual cost
Research, writing and editing	\$ 48,000
Design and desktop publishing	7,200
Printing (500 copies bimonthly)	<u>6,810</u>
Total in-house cost	\$ 62,010

This translates to \$10,335 per issue. Of course, that's if you actually do the newsletter. Many firms find that partners get involved in more important work and never get the time to write, so the newsletter never goes out, and your firm loses a highly effective means of developing more business. By comparison, a top quality PDI Global newsletter arrives regularly and costs much less — enabling you to save up to \$50,000 or more a year.

○ **PDI Global newsletter programs come with more value-added features than any other in the industry.**

When you purchase a newsletter visibility and communication program from PDI Global, you don't just get a newsletter. You get a value-added program that includes:

- Access to an online library of articles you can publish under your byline in local media, e-mail to an appropriate list, post on your Web site, use as handouts or include in other mailings.
- Newsletter marketing guides and information about mailing lists and databases.
- Direct mail letters to send with each issue to clients, prospects, referral sources and the media.
- Ongoing marketing assistance from PDI Global's team of in-house consultants.

***Order your PDI Global newsletter
visibility program today — before a competitor does!***

PDI Global newsletter programs are licensed on an exclusive basis by industry in specific geographic market areas, so you don't have to worry about competitors sending the same newsletter to some of your contacts. But that means you need to order the ones you want before a competitor gets the rights to these powerful marketing tools.

So call PDI Global today at 800.227.0498 to place your order. The sooner you do, the sooner you can start putting these award-winning programs to work for you.