

## **Newsletter**

### **Topic – Why sports companies should publish a newsletter**

(Three pages of a 13-page newsletter, starting from page 2)

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The first topic we're going to tackle is what you're reading right now – a newsletter – and why it should be a key part of your marketing toolbox.

### **One of the Most Popular Forms of Marketing**

Before you say newsletters are “old school,” consider the following – according to the Content Marketing Institute’s 2016 survey, 81 percent of business-to-business (B2B) marketers use e-newsletters. This ranked third on the list of content marketing methods. Another 22 percent of B2B marketers use print newsletters.

So while newsletters may not be as “sexy” as social media, they are a highly effective way of reaching your potential customers.

And e-newsletters ranked as the number one way companies ask their audiences to subscribe to content offers. At 72 percent, e-newsletters far outpaced blogs (56 percent), their online community (22 percent), video series (12 percent), or digital magazines (10 percent).

### **Your Prospects Have Raised Their Hands**

With all the methods of reaching your prospects, why is a newsletter so valuable? Unlike social media, blog posts, or your website, in order to receive your newsletter, your prospects have raised their hands and said, “put me on the list; I want that.” They have opted in.

You can't just collect a bunch of email addresses and start distributing your newsletter. That's called spam. And you don't want to have your customers thinking you're sending them “junk” mail. You want them looking forward to receiving your newsletter and happy when it arrives.

In order to do that, your prospects have to sign up to receive it. This method of self-selection will make it easier to turn them into buyers when the time comes.

## You'll Build Deeper Relationships

No matter what the product or service is, when all is said and done, buying often comes down to the types of relationships people have with the seller.

Consider how you go about making personal buying decisions. Particularly when the price of the product is similar at all the stores. How do you decide which store to buy from?

Do you go to the big box store where you can't find anyone to help you? Or do you go to the store where the associates are available to answer your questions? When given a choice, people tend to go where they can get better customer service. Where there's an appearance that the store cares about them as a customer.

That's what a newsletter will do for you. It's a way of providing customer service that precedes and goes beyond the sale.

Look at what your competitors are doing. Are they only reaching out to their prospects when it's time to make a sale? Since you'll be publishing a newsletter in which you're developing a relationship with your prospects, you'll have a leg up on your competitors.

## It's All About the Timing

Unfortunately, no matter how good you are, you can't predict when each prospect will be ready to make that buying decision. Will it be today? Tomorrow? Next week? Next month? Your guess is as good as mine.

With a newsletter, you don't have to worry about that. Since they'll be receiving your publication every week ... or every two weeks ... or once a month, you'll be top of mind with your prospects.

You won't get this scenario:

*"Do you remember the name of that company we saw at the conference? We wanted to buy from them. But I've lost the flyer."*

Instead, you're more likely to have this happen:

*"Ok, let's give them a call and tell them we're ready to buy. We can get their phone number from their newsletter."*

Okay, so I'm making up some lame dialogue, but you get the idea.

With a newsletter, since you're coming to your prospects on a regular basis, you're going to have much better name recognition than your competitors.

Through your newsletter content, your prospects are more likely to feel they know you, are more apt to like you, and more likely to trust you. And those three things mean they're more apt to buy from you.

## **Your Blog is Not Enough**

I can hear the naysayers right now. I publish a blog on a regular basis – once a week or twice a week – so I'm reaching my prospects on a regular basis.

But are you really? How are you driving your prospects to your blog? Through email? Through Twitter? Facebook? Or some other social media?

The problem with this method is your prospects have to seek you out. They have to take the initiative to go to your website to read your blog.

How often do you do that yourself? You get an email with a subject line that interests you. So you immediately open it up prepared to read it right now. Only problem, the email directs you to a blog on a website and you don't want to take the time to leave your email program and go to a website just to read it now. So you save that email in a "To Do" folder.

Then what happens? Your busy day turns into several days, into a week, several weeks, and you never get back to that email.

Instead, if, when you open that email, the newsletter is contained right there, in the body of the email, you read it right now without giving it a second thought.

And when you send that newsletter out weekly, or monthly, your prospects come to look for it to appear in their inboxes.

## **Your Email Blasts are Not Enough**

Not a problem, you think. You have a great list of prospects that you send email blasts to on a periodic basis.

Too often, email blasts are only used when it's time to sell a product. So there's no consistency to the timing of the blasts and your prospects don't know when they're going to hear from you.

Plus, since every blast contains a blatant sales message, your prospects may become jaded when they see a message from you in their inboxes. So they may stop opening your messages.

*(copy continues)*