

Concept Marketing Builds Buzz with Newsletters

Helping clients connect with customers is a marketing cornerstone practiced by Concept Marketing, a local Perth marketing agency that specializes in small to medium sized businesses with revenue of 2 million+. The agency works with clients to develop monthly newsletters designed to educate, entertain and enlighten customers.

"Newsletters are a great excuse to get your name in front of a client on a monthly basis," said Mark Da Silva, the owner of Concept Marketing. "If done well, clients begin to associate your brand with information, which can give you instant leverage in your field."

Concept Marketing offers five tips on building a successful newsletter:

Keep the format the same month to month
Include an introductory paragraph from the owner
Include three informative articles applicable to your business
Share hyperlinks within the text to drive customers to your site
Encourage customers to contact your business
Sharing a newsletter with clients is a great way to build a stronger relationship with clients.

"Newsletters give your business the opportunity to connect with your clients and give them something of value," said DaSilva, "instead of approaching them for yet another sale."

About Concept Marketing:

Concept Marketing is a locally owned and operated marketing company bringing fresh ideas and a vast depth of experience to the Australian market. From corporate makeovers to web site development, graphic design, full colour printing and just about everything in between, we have the technical skills and real world experience that enables you to reach and communicate to your target market quickly, effectively and positively.

Contacts

Nikkia Hewston
1300658583
mailto: nikkia@conceptmarketing.com.au