

*"Linking Companies to their Communities"*



Susan Jeanne Mertz  
President

Call us today.

Begin to  
make an  
**IMPACT!**  
tomorrow.

843.821.3283

Susan.Mertz@  
ImpactPR.net

www.impactpr.net

## ! Newsletters

Newsletters provide specialized information to a targeted audience and are an excellent venue to market products and services to your customers. They can create credibility and build your organization's identity among peers, members, employees, or vendors.

**Reduce expensive  
printing and mailing charges  
with email newsletters**

Email newsletters also feature "hot" buttons to your company website and email address.

### **What to Include In your newsletter**

The purpose of a company newsletter is to showcase your services, products and people and to encourage your customers to call you.

Topics in your newsletter could include:

- New products and services
- Federal regulations that pertain to your industry
- Company or industry safety or training issues
- Employee accolades
- Company community involvement

It is recommended that a company newsletter be published at least quarterly so that it will be viewed by your employees, customers and vendors as a consistent source of information.

A polished, professional newsletter with useful, interesting information will be enthusiastically anticipated and read by your targeted audience.

**Marketing Tip:** Studies show that people open and take action on emails about 11-23% of the time and only open and respond to an envelope perceived as direct mail 1-3% of the time.

### **Let IMPACT! create your newsletters.**

Whether **IMPACT!** writes the entire content of your newsletter or edits the information submitted by employees, you can be assured of a professional, informative newsletter.

Although your audience receives its newsletter quarterly, the staff at **IMPACT!** is working on gathering information, taking photographs, writing stories and editing content continuously throughout the year. By maintaining contact with our clients on a bi-weekly basis, we keep abreast of developments, news and information that may be important to include in your next newsletter.

## Make an **IMPACT!** in 2004

**Make an IMPACT! with  
"Customized Communications"**

**IMPACT!** designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with  
"Messages that Matter"**

**IMPACT!** strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity .

**Understand how to better  
IMPACT! your customers**

**IMPACT!** facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

**IMPACT! Inc.** creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.

### *Valuable Coupon*

*FREE  
Newsletter design*

*Plus 10% off  
production costs  
of 2004  
newsletters*

*Offer expires 09/30/04  
Must commit to  
publishing at least two  
newsletters by  
December 2004*