

a new approach to: the newsletter

INCREASE YOUR PROFITS - SAVE YOUR TIME

Introducing a *twist* to a service helping you promote your business by:

- producing a regular, relevant and readable newsletter
- making your clients feel involved, important and individual
- leaving you in control but not responsible for making it happen

We are told that 80% of a service's business will come via existing relationships – regular customers, clients recommending others and people you know talking positively about what you do and how well you do it. And this is certainly true of the hospitality industry where satisfaction is about the whole experience and not just the product quality.

Relationships need to be nurtured and encouraged... not always easy when you are talking about sustaining hundreds, even thousands of relationships which underpin your business and its success.

Central to every successful relationship is *good communication*. And it's not just about conveying information... but making clients feel involved, important and individual.

Newsletters are a familiar tool for communicating with clients and contacts, but equally apparent is that unless the communication is regular, relevant and readable, the newsletter soon becomes a chore for you the proprietor and a bore for your targeted customer.

Getting it right *the challenge*

Regular

The most common problem is that the initial enthusiasm which sparked the first edition begins to wane by the time it gets to the third or fourth publication.

You are juggling other priorities and the newsletter gets further and further down the pile of things to do, missing its scheduled publication date by weeks and then months until finally it is easier to let it just disappear.

Relevant

When you read some newsletters you can't help wondering who they are written for. When you read the best newsletters, the target audience is obvious. You feel you want to read on; the content is targeted at you and your interests and there is a strong impression of being part of a select, even elite club.

Readable

As a piece of communication, why let yourself down by saying too much in words and too little in feel and imagery. There needs to be a subtle balance of information and entertainment; messaging and mood. Don't spoil the quality with bad grammar and typos or by failing to use the opportunity to produce a branded product – *your brand* and not that of the designer!



Getting it right *the Solution*

Two locally based specialists have come together to formulate a service to produce your newsletter to meet your objectives:



Teresa Harman is Hotel and Catering qualified, marketing specialist who has worked in the service sector for over 20 years. She has worked both inhouse and as a consultant for industry names such as *Gardner Merchant (now Sodexho)*; *Albert Roux* and *Avenance*. She also has a complementary perspective, having specialised in advising law firms and other professional services organisations for the past 15 years on all aspects of marketing and business development.



Jason Powell is a qualified graphic designer of over 20 years. Working freelance since 1993 for over fifty design consultancies, publishers and advertising agencies. These include industry names such as *Haymarket Publishing*, *Wolff Olins*, *Communique* and *Barkers Advertising*. He is experienced in all areas of graphic design

and print, directing projects in their entirety from initial concepts to finished print and delivery. He has also worked internationally in mainland *Europe, South East Asia and Russia*. Returning to the UK in 2002 he set up his own design consultancy based at Mistletoe Quay.

From their experience of working with clients on newsletters *Jason and Teresa* have come up with the following observations on what works and what doesn't:

- There is a better chance of a newsletter sticking to its timetable if an external source acts as Project Manager;
- The main challenge is to produce a newsletter regularly. Monthly is too onerous for content; annually usually means that at least 50% of the information is out of date at publication;
- Food related businesses generally do well to reflect the seasonal changes of fresh

produce and/or the opportunities offered by specific holidays;

- You should have overall direction in terms of defining objectives, setting tone and having final sign off but if you are paying for a Project Manager, you should not be bothered needlessly. A client's time is best invested at the beginning of the project to ensure a very clear brief and at the end to confirm the brief has been met and you are happy with the final product;
- Design should be simple and formulaic – a framework for the content and consistent to reflect brand values;
- If you use people who understand your business and your objectives, you will spend less time bringing them up to speed to enable them to meet your objectives.

Getting it right *the process*

You will first want to meet with *Jason and Teresa* to see if there is the right chemistry for you to work together

A written brief will be produced based on what you want to achieve and gleaned at the initial meeting which will include all costings. The only possible additions will be any visual images which may need to be purchased at your request

You will then meet separately with *Teresa* to discuss content, after which a schedule will be produced outlining timelines and responsibilities. The method of developing content will be discussed.

There are many different ways:

- Independently sourced and written by *Teresa* based on a mutually agreed concept
- Written by you but edited by *Teresa* if necessary
- Interviews with relevant source (you, client, supplier, employee etc) and edited by *Teresa*
- A combination of the above – the key criteria will be to make *the most effective use of your time*.

Based on first draft content which you will have seen, *Jason* will come up with an overall design and recommend images. It is aimed to keep drafts to a minimum but you will have final sign off.

First Steps

For an initial meeting with no commitment you can contact *Teresa Harman* on **07770 425068** or email *Jason and Teresa* at **Newsletter@th-marketing.co.uk**

We look forward to hearing from you.

