



# CUSTOMER NEWSLETTER

Showcasing customers and bringing them closer.

May 2020

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All businesses should have a customer newsletter in some form. It is with very rare exception that a business will not find value in having one. They can take different forms, but invariably they add value.

The greatest impact from a customer newsletter is almost always achieved when it is in print form and posted/mailed to customers. Despite us all going digital, the print newsletter is more likely to be read and valued than an online PDF - perhaps something to do with the human condition, and the fact that there is less in print and so much material online these days.

The shelf life of a printed newsletter is also likely to be greater, so not only is it seen by your customer when they receive it, but it is likely to be seen more than once. The added benefit is that others may also see and read it. A bit like with a newspaper, where you have circulation and readership. The readership is a factor in circulation, giving you a readership per copy.

This is an added benefit of your printed newsletter. With print, you can normally expect readership of 2 - 10 per copy. However, with a newsletter this is very dependant on your customer and your topic. The greater the general interest and the more interesting you make it, the better. You have control over the latter, and should make good use of it. Similarly to email, sending a boring newsletter will add less value and be read less.

The objective of your customer newsletter is to showcase your customers. More detail about what to include and how to format your newsletter has been provided in the chapters on the lead to sales processes, all of which is equally valid here. You could even use the same newsletter, especially to start with. Ideally though you should have a customer-only newsletter, as this is a way to make the customer feel special. You may just need to make a few tweaks and change headlines for the customer-only newsletter, but this will be worthwhile.

The more effort you put into your customer newsletter, the more value your customers will perceive it to have.

As a general rule, it is better to have a short and frequently issued customer newsletter. You can always complement it with some online links to more content. You can include flyers with offers or other products with the newsletter. As the customer is not paying for it, you can even include offers in the newsletter. Care needs to be taken not to turn it into a sales letter though, as that will just undermine it and reduce its value.



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