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# eNewsletter Proposal



# Executive Summary

e-Newsletters are a cost-effective way to maintain regular contact and develop closer ties with your clients.

Properly written, e-newsletters humanise your business in the eyes of your clients and prospective clients, and help to build credibility by keeping readers informed of the products or services that you can offer.

Results from the U.S. show that e-newsletters, at 31%, are more than double their nearest competitor for producing leads to provide goods and services.

A monthly e-newsletter should be an integral part of every company's Communications Plan.

Pinecam Pty Ltd can research, write, compile and return the finished layout of your monthly corporate e-newsletters ready for emailing to your client base.

Details of the effectiveness of e-newsletters are contained in the body of this proposal.



# What is an eNewsletter?

Just about everyone knows what a printed newsletter is, and has received and read one or more at various times.

Larger companies once used them regularly to keep staff informed, and their clients in touch with their latest product offerings.

Why? Because they were so effective.

However, physical newsletters had to be printed and mailed out to customers leaving the company with an increasingly large bill for postage as Australia Post's costs escalated.

Eventually, these mailing costs became prohibitive, so many companies decide to go electronic.

e-Newsletters can contain the same sort of information and appealing layout as a physical newsletter, but they're published electronically, so there's a significant saving because there are no printing or postage costs.

They can also be far more flexible, even interactive, allowing readers to jump to different sections or even to external websites with hyperlinks.



Today, companies that have compiled a healthy list of client email addresses have a ready-made distribution network right at their fingertips ..... and emailed newsletters have proven to be a cost-effective way to communicate.

# The ideal eNewsletter

When writing and compiling your company's e-newsletter, you need to

- Design the copy to be casual, conversational and timely
- Keep your subscribers engaged
- Explain in simple terms developments in taxation and finance
- Share news about people in your practice and humanise them
- Offer tips that could save your clients money or increase the value of their businesses

Here are some stats that may surprise you.

In the U.S., 83% of businesses already use e-newsletters to communicate with customers, according to the marketing blog *Omnisend*

In short, businesses use e-newsletters because they work.

The humanising effect is why 31% of B2B marketers say e-newsletters are the best way to develop leads. (*source: Content Marketing Institute*)

That's more than double the results for blog posts, rating 13%, and direct email marketing at just over 4%. Sure, e-newsletters are a form of email marketing, but they're a lot more appealing and personal.



You may be surprised to find out that social media, despite its high profile, is a poor performer coming in at less than 1%.

Well written and engaging e-newsletters across all industries have an average recurring open rate of over 21%.

That's 40 times higher than the engagement rates on Facebook, which average 0.52% or even lower for business pages.



# Why use an eNewsletter?

Economists are telling us that things are about to get a whole lot tougher for Australian businesses. Maybe not this year, but certainly as interest rate increases start to bite in early 2023.

With rising inflation, wage increases and general cost-of-living pressures, clients you may have previously taken for granted may not be so easy to keep in the future.

The business world will become more aggressive and competitive as many companies struggle just to stay afloat.

There's no guarantee that your business sector will be exempt from the fallout.

Many companies may find the going harder, especially those where the bulk of their clients only see them every now and then. Regular contact with clients is essential in all businesses.

Clients have to know you care about them and that you're across the latest developments and innovations in your industry. This helps give them confidence in your operation.

HPartners has to be front-of-mind with your clients and potential clients to ensure they don't forget you, when they need you.

Your business has to be front-of-mind with your clients and potential clients to ensure they don't forget you, when they need you.

To grow your revenue base, you also need to be promoting those niche services or products that your clients may not even be aware that you can provide..

Every company wants loyal clients who buy from them again and again. It's the smartest way to do business.



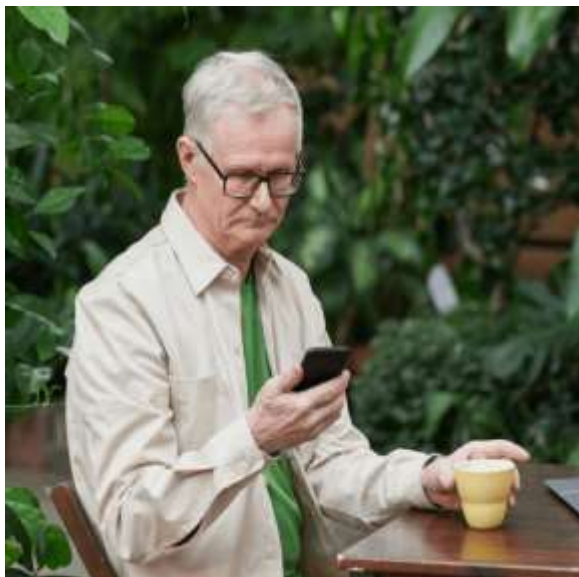
A Harvard Business School study found that a 5% increase in customer retention rates (loyalty) can result in as much as a 95% increase in profits.

## Why use an eNewsletter? (cont.)

In 2022, every business needs a Communications Plan.

An e-newsletter is one of best and most effective ways to turn that plan into action.

e-Newsletters let you take advantage of your current client list as an initial distribution platform. You can then add



You can add to your network as you come across more prospects, either in person or when they explore your website.

Keeping existing customers loyal means it doesn't cost you anything to acquire them. The cost of client acquisition can be very expensive.

There's a saying in the media industry, and I'm sure it applies to every other sector, that 'it's easier to hold on to existing viewers than to have to win them back.' Same thing applies to clients.

You can't hold the loyalty of customers if you only ever contact them once a year or when you've got something to sell them. People don't like that.

Regular e-newsletters help build your business' bottom line and client loyalty.

They will give you the opportunity to humanise your operation by introducing many of your behind-the-scenes people to your clients, so they're no longer strangers.

And, e-newsletters will give you a chance to showcase many of the services that your company offers.

# Proven Effectiveness

There are two types of advertising or promotion used in marketing.

‘*Call to Action*’ is the type of advertising you get in a Harvey Norman commercial demanding you buy their discounted products today or before their supplies run out. Most Call-to-Action is a hard sell.

The second type is ‘*Awareness*’ advertising and is used by insurance companies, banks and others to make you feel comfortable and reassured, so that when the time eventually comes to making a decision on insurance or taking a loan, their name will be at the front of your mind. – the first name you recollect.

e-Newletters fit into this second category.

There are no heavy sales pitches in a good e-newsletter. They don’t need to sell forcefully. The stories should speak for themselves reassuring your clients and prospects that you offer all the capabilities they’ll ever need.

You don’t want clients going off and making a decision on your competitors based solely on price.

If you don’t tell them regularly, how will they ever know?



As times get tougher, and we know they will, cost could become a significant issue unless your clients are convinced of the value of your company and the services you can provide.

If you don’t keep in touch with them regularly, how will they ever know what those services or products are?

## Why outsource to us?

Pinecam Pty Ltd has been a media company for over 30 years, having been involved extensively in radio station ownership and film and video production.

We have the experience and we have the ability.

Brad Smart, the Managing Director of Pinecam, has been a journalist for 45 years, and a commercial copywriter and screenwriter for almost as long.

Brad has been Deputy News Director at Channel 10 Melbourne and Chief of Staff at Nine News Melbourne, after having worked as a senior journalist at 3AK, 2UE, 3UZ and Channel 7 in both Melbourne and Canberra.

For 25 years, he operated Smartfilms, an independent film and video production company in Melbourne, writing and directing scores of commercials, 60 international television documentaries and 1500 corporate video productions and interactive training programs.

During the late 1990s, the company acquired and operated commercial radio stations in



His clients have included IBM, Telstra, Ericsson, Microsoft, NAB, Saudi Telecom, federal government departments and the governments of Hong Kong and Singapore.

During the late 1990s, the company acquired and operated commercial radio stations in inland Queensland.

In recent years, Brad has regularly written editorial features and blog articles for [radioinfo.com.au](http://radioinfo.com.au), [radiotoday.com.au](http://radiotoday.com.au) and for the accountancy reference agency, ESS BIZTOOLS.

A Harvard Business School study found that a 5% increase in customer retention



## What's the Cost?

The cost of producing an e-newsletter depends on how complex and detailed you want it to be.

An average corporate e-newsletter is between 300 -1500 words.

As a guide, our basic charge is \$1.20 a word plus GST.

Our invoiced figure is calculated only on the number of words used in the final e-newsletter that's distributed.

Within that fee is included basic research and liaison with your company to gather information for your monthly stories, then writing the stories and making whatever corrections you require. We have no limitation on the number of rewrites required, as our charges are based on the final word count.

