

# Ten Steps to a Winning Communications Strategy

Existing customers drive your sales. Invest 30 minutes each month to bring them back...

With newsletters, announcements and promotions like this



...that you create in minutes

Invest the time to create a strategy. Collect contact information and permission to communicate from customers and prospects wherever possible. Send professional looking campaigns. Sending from your mailbox doesn't cut it. Your communications are a reflection of your business! Deliver valuable information (quality vs. quantity). Encourage your recipients to forward your message to others. Maintain contact at least once a month. Use an online service to optimize delivery, manage legal compliance, and get campaign results feedback. Respect the permission to communicate provided to you by your recipients. Track your results and strive to improve on the response you receive. Ask for feedback - initiate a two-way dialog with your recipients.

We provide everything you need to do it right.....

List Building and Management Tools

Subscription Management

Creation and Sending of Professional HTML Emails

Results Tracking for Every Email Sent

## Key Questions to Ask Before Creating Your Strategy



1. Who are you trying to reach? (customers, prospects, VIPs, members)
2. What is your current relationship with each group you are trying to reach?
3. What are you hoping to gain by contacting these individuals? (build stronger relationship, educate, and sell more products /services)
4. How do you communicate with these groups now? (direct mail, phone calls, fax)
5. How often do you want to communicate with each group? (weekly, monthly, quarterly)
6. Do you currently have email addresses for the people you are trying to reach?
7. Do you have explicit or implicit permission to email them? Explicit: have signed up for mailing list. Implicit: have existing relationship
8. In what format are your email addresses currently stored? (contact database, guest book, spreadsheet)

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