

Situation

In today's tough b-b environment, many marketing communications budgets have, out of necessity, been honed to the bone. There remains, however, a critical need to communicate with customers and prospects in order to stimulate new sales. That's why more and more companies are turning to the Swiss Army Knife of sales communications tools - - the Newsletter. A good newsletter builds image, generates leads, cross-sells products, educates your reps and distributors, refreshes your web site and generates opportunities for free publicity in the trade press. All, for a very modest cost. Customers and prospects alike appreciate a well-prepared newsletter because it provides them with new ideas for securing competitive advantages or reducing costs.



Project

Newsletter Production

Elements

Masthead Design
Story Development
Interviews
Copy Development
Graphics & Photography Coordination
Web-Site Adapt
Trade Magazine Article Generation

Approach

To many, the idea of a newsletter seems a daunting task. Not to us. We routinely produce newsletters to the highest editorial standards. We develop a name and design a masthead. We help generate story ideas. Then we interview your information sources, write the copy, coordinate graphics and photography, create a layout and manage production and printing. We oversee the placement of newsletter information to your web site. Finally, we approach the trade press in an effort to generate articles based on the Newsletter stories/articles.

Result

HCC/Hudson produced newsletters have proven their effectiveness for a number of clients over the years. In addition, they have generated considerable press-coverage in trade publications ranging from U.S. Naval Proceedings to Abrasives Magazine to Plastics Auxiliaries & Machinery.

Call on HCC/Hudson for your next project!

22 Landing Lane, North Kingstown, RI 02852 . (401) 230-4909 . ross.hcchudson@cox.net