

# Insurance Newsletters Boost Customer Contact

## Introduction

As you well know, we are in the midst of one of the worst financial crises in the history of our country. Every day brings news of more gloom and doom. And most predictions show this storm not letting up for quite some time. Can you survive?

Yes...you can survive...and perhaps even thrive. How? That's just what we will show you through this series of reports. We'll show you why you need to mind the store, stay in touch with your customers and let them know you are there for them. Why you need to work on ways to differentiate your service from other providers, and seek out process improvements that help you maintain or lower your costs...and we will show you exactly *how* to do it.

## In This Issue...

In this issue of the Sales & Marketing Technology Report, we will discuss the importance of protecting your existing customer base and how to get your customers to think of you first, when they are looking to purchase upgrades or additional services.

## The Customer (Contact) is King

We all know that it takes way more time and money to get a new customer than to keep an existing customer. It's something like 5 times the cost...fairly staggering. In other words, you can keep that customer that cost you \$100 or I can sell you this brand new customer for \$500. Why would anybody ignore this statistic? The fact is that we all ignore it. Why? Because we don't really know how to effectively keep our customers in the first place. It's like working out. We all know that we'll live longer, be healthier, feel better...etc. But, very few of us actually stick to a workout plan. So, how do you effectively keep customers? Glad you asked...

## These Aren't Your Father's Newsletters

One great method of keeping customers is to contact them regularly. However, you need to have something relevant to say in those frequent contacts. A good way to accomplish both goals of frequent contact and interesting content is the newsletter. A newsletter can range from something as simple as a product list to multiple relevant articles for the particular industry you are targeting. The point is that the content should be interesting to your target audience, and industry-specific content can be both helpful and interesting. The newsletter is usually distributed via email, which enables the cost savings that make frequent contact possible in the first place. In addition to cost savings, with the power of

email, you can reach customers all over the world...simultaneously. But there are other benefits of email as well. Your email can link to your website, link to other interesting content, enable the recipient to respond with a request for more information, and more. But, there is a danger...if you are not careful, your email could be labeled "spam". And spamming is illegal. Spamming people with useless garbage could get you in trouble. At the very least, your reputation will suffer. At the worst, you could be facing prison time and steep fines! So, how do you take advantage of the benefits of frequent communication but avoid doing something illegal?

## **Outsource...Outsource...Outsource**

You've probably heard the old adage to "stick to your knitting" or, in more recent times, "stick to your core competency". Well, there's some real truth there when it comes to email marketing. Let's examine the tactical steps needed to create and maintain a functioning campaign. First, you'll need to create some compelling content. This means researching, writing, editing, publishing...for every newsletter. Next, you'll need to crank up an email engine so that you can send multiple messages at the same time, unless of course, you prefer the one-at-a-time technique. Then you will need to implement some analytical engine so that you can determine the effectiveness of your campaign and adjust accordingly. And, most importantly, depending on your target audience, you may need to be licensed by the government to get started in the first place! Lots of work...and definitely not for the novice or faint of heart.

It's much more efficient and effective to partner with a provider that can handle all of the technical grunt work, government relations, analytics, etc. And if you can find somebody that provides industry-specific content, you have now reduced this time-consuming, potentially dangerous activity to nothing more than a scheduling task. Your only decision is how often to send the newsletter.

## **Summary**

In this report we covered the basics of keeping in contact with your current customer base by sending out a periodic newsletter. We also examined why it is best to outsource this task rather than to try to do it all yourself. If you are interested in learning more about a product and service that you can begin using right away, contact Bill Kossack at ClearData at (724) 387-1713 or request more information via email to: [bkossack@cleardataint.com](mailto:bkossack@cleardataint.com).