

NEWS RELEASE

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## **“How businesses can boost customer response when mailing brochures”**

“Businesses may spend thousands of dollars creating, printing and mailing brochures but many forget to include one inexpensive element that could boost sales significantly,” says David Coyne, a marketing consultant and author of the new special report **Multiple Ways To Make Your Advertising More Responsive**. According to Coyne, businesses could improve the response to their brochures by including a cover letter when mailing.

“Brochures are impersonal. A letter is the most personal of all written communication. It creates immediate rapport. It makes the reader feel that he or she matters to the company and is not part of the anonymous masses. A cover letter can also set you apart from competitors who don’t use them.”

Coyne suggests companies create a cover letter template that sales personnel can access on their computers and modify it for their respective customers or prospects.

He offers the following content ideas for a brochure cover letter:

- Include updated information about your products or services since the printing of the brochure.
- Reinforce the top benefits of your product or service.
- If your company uses one brochure to sell to different target markets, clearly emphasize the benefits that are specific to the customer’s particular market. You might also tell readers where in the brochure they can find more info about products and services related to their sector. The less work customers have to do to find the right information, the better the response.
- Remind customers of other available marketing material or resources that have been created since the brochure’s printing. Perhaps you’ve started an electronic newsletter. Here’s the perfect place to encourage customers to visit your website and sign up for it.
- Tell customers about valuable information in your brochure that would make them keep it for future reference. For example, an accounting firm might include a side bar with “10 Tips To Reduce Your Taxes Today.”
- Include testimonials from satisfied customers.
- At the end of the letter, have a clear “Call to Action.” Tell customers what they should do next. Call a sales person? Visit your website? Send an email? Don’t leave it up to the customer to figure out what’s the next step in the sales process.

Get a free copy of **Multiple Ways To Make Your Advertising More Responsive** by visiting [www.dc-infobiz.com](http://www.dc-infobiz.com).

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