



CC MARKETING  
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# Keep in Touch™ FAQs

## **“Do I need to make a long-term commitment?”**

No! Of course, you shouldn't embark upon this service (or any marketing program, for that matter), as something you'll try for a month or two. An ongoing marketing communications program is critical to maintaining close ties with clients and enticing prospects to give you a chance. But if at any time you wish to stop publishing your e-letter, all we ask is that you notify us 15 days prior to the release of your next issue.

## **“How do we ensure success from the start?”**

The most critical component of this program is your contact list. Expect to build a base of active readers over time. Don't assume that everyone in your database will want to receive your newsletter, especially if you haven't been in touch with them for a long time. Start by compiling a list of clients and prospects you think are likely to open and read your e-mails. Then start inviting every new qualified prospect you meet (or pick up through your web site) to receive your free newsletter featuring promotional ideas.

## **“What kind of results can we expect?”**

**Keep in Touch™** e-newsletters are designed to educate prospects and clients about your offerings while enabling you to easily and cost-effectively stay in contact. The content of each e-letter is designed to be relevant, interesting, and engaging. The goal of each issue isn't to sell what's presented in the e-letter – although that may happen. Whether you opt to send 12 or 26 issues a year, you will undoubtedly create more opportunities to sell promotional products and programs than if you weren't using this service.

## **“What if we aren't comfortable giving you our contact list?”**

We appreciate your concerns. Know that we only access your account for administration and support purposes and do not sell or rent lists. We're happy to provide you with our privacy policy as well as the privacy policy of our e-mail distribution partners. That said, there is another option: we'll create your e-letter and provide you with the HTML files to distribute on your own. The downside of this approach? You'll be required to spend time and energy executing the program beyond maintaining your contact list. But if this is your preference, we're happy to accommodate you.