

NewsBridge makes it easy for you to do business

When we ask people what results they get from their digital and print newsletters we consistently hear:

- We're all really busy so our newsletters are often a last minute scramble
- Our newsletters are ok but they're not producing the results we'd hoped for
- We're starting to wonder if people actually read our newsletters and if they're worth the effort
- All of the above

With NewsBridge we've made it our mission to take away the pain of producing a regular customer newsletter.



We use NewsBridge writing services to create strong sales messages for our range of waterproof bed linen.

The content is always well thought-out and considers the sensitive nature of our products. NewsBridge excels at writing copy for different target markets such as parents, retailers and health professionals.

Diane Hurford, Director
Brolly Sheets

A good newsletter can do wonders for your business

Newsletters can turn strangers into leads, leads into customers and customers into referrals and repeat customers. A good customer newsletter can also:

- Position you as the market expert and give you extra credibility
- Maximise sales from existing customers by providing relevant information and timely offers
- Nurture potential customers until they are ready to buy from you
- Be a valuable promotional platform for partnership activities

Let the experts take care of it

Use NewsBridge to motivate customers and prospects to buy from you. We have specialist knowledge and proven success in developing digital and print newsletters that generate sales.

The top 3 reasons why NewsBridge will work for your business

1. Create maximum impact and generate more sales

We use the science of effective communication to make your newsletter stand out from the crowd and motivate your customers to take action.

2. Save time so you can focus on generating sales

Are you tying up valuable management time that could be better spent on your business? Use NewsBridge to maximise sales and free up your time for other opportunities.

3. Have the flexibility to choose what you need

Use our NewsBridge 'wordsmithing' service to refine your content for maximum impact or outsource the entire newsletter production. Choose from 9 NewsBridge solutions - see the reverse for details.

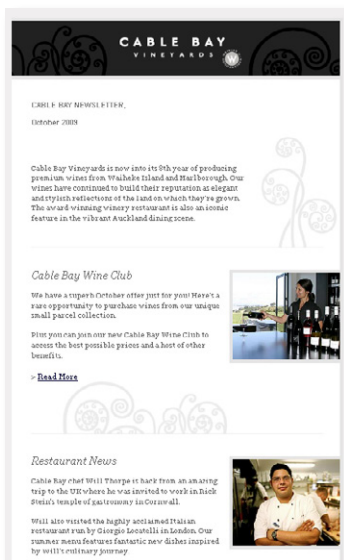
Get your FREE Newsletter health check

E-mail or post us a current newsletter and we will give you feedback on how well it scores in:

1. Effectiveness of design and layout
2. Impact of content and sales messages
3. Strength of call to action to motivate customers

Newsletters are easy with NewsBridge

We can take care of every aspect of your digital and print Newsletter requirements from supplying the finishing touches to a complete out-sourced production solution.



"We wanted our direct communications to effectively drive revenue growth opportunities through direct sales and reflect our premium brand."

NewsBridge conducted comprehensive reviews including: industry benchmarking, reviewing contact data collection procedures and planning our content requirements.

We re-launched our Cable Bay eNewsletter with a

clean design, well written content and a plan. The result was well-received with an open rate of 33% and the eNewsletter continues to be a key source of our customer contact."

Doug Todd, CEO
Cable Bay Vineyards

Our easy newsletter solutions

Whatever you need NewsBridge offers a solution:

1. Wordsmithing and refining newsletter copy
2. Content creation and interviewing
3. Newsletter planning and scheduling
4. Creative design
5. Template creation
6. Data management
7. Print management
8. Email distribution
9. Mail distribution

Create a plan for your requirements

We work with you to determine how we can add the most value to your business. We can help you to decide between digital or print formats or a combination of both. Together we'll create an action plan that's easy and effective.

Try our service with peace of mind

We offer you a full service review after the completion of your second newsletter issue. This provides an opportunity to evaluate our NewsBridge services and allows both parties to assess the progress made.

Great value pricing and easy payment

Subscribe to our digital or print NewsBridge services and choose from 3 easy payment options. Sign-up for monthly payments and have the convenience of spread payments or choose the 6 month and 12 month pre-payment options to receive generous discounts.

Who is The Bridge?

We are specialists in direct marketing and provide the

NewsBridge service as a flexible and cost-effective newsletter solution for busy people. We are hardworking, creative and passionate about adding value to your business. Find out more about The Bridge at www.thebridge.net.nz

the Bridge
marketing that works

Special offer – Sign-up and get 1 FREE!

Free up your valuable time now. Sign-up for 6 editions over 12 months and we will produce your 6th edition FREE.

Relax - we will take care of it for you!

Make the move to easy newsletters

Call us now  09 445 6560

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