

### *Customized Services in Marketing Communications*

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A newsletter conveys news and also creates a sense of identity. Delivered on a regular basis, it provides your key audiences with a continual reminder of how your services fit their needs.

Cezat Creative Resources has years of experience producing newsletters for non-profits, physician offices, health care organizations and senior living communities. Tap into our resources to produce a newsletter for your office or organization. Read on to find out what our newsletters can do for you.

Most newsletters have a “PR” angle, which portrays your organization in a good light. A newsletter becomes your bulletin board with news about events, people and your mission. It’s an informational tool, but also a subtle sales tool. The more your customers and prospective customers know about your organization, the more likely they are to use your services.

Newsletters can be mailed, distributed at various community locations, and given out at events and exhibits. We can save it as a PDF file so you can e-mail it or post it to your website. We also develop e-zines – an electronic newsletter that can be sent as an e-mail. Unlike a PDF, it doesn’t have to be opened by the recipient, it simply shows up as a colorful block of text and graphics in an e-mail.

Newsletters are frequently passed around, which reaches a broader audience. Valuable articles are clipped and saved. These include industry news, reference phone numbers, lists of resources, and how to access certain services of your organization.

There are some basic steps to produce a newsletter. The first stage is content development. Each issue should contain stories relating to key categories, e.g. people, events, your services and the customers who use your services. The next step involves identifying the best person on your team to provide information for various articles. This can be supplemented with research. Photos add personality to the newsletter. We use stock photos or contract with expert photographers to capture just the right look for your publication.

Your newsletter should contain a call to action: typically a phone number or web site that gets people to take the next step, bringing them closer to your service. We can also measure the effectiveness of newsletters either by a response card or survey.

Cezat Creative Resources produces newsletters from concept, to contents, to design and layout, to delivery. We are skilled at interviewing, researching, proofing, designing and “packaging” your message. The end result: a convincing, compelling and completely cool newsletter that will delight your key audiences.



Thinking of starting  
a newsletter?

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Call today for a quote: **(734) 416-5915**. Or send an e-mail with the following information to [customercare@cezatcreative.com](mailto:customercare@cezatcreative.com). You may also FAX it: **(734) 416-8145**. We'll be in touch!

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Newsletter: new \_\_\_\_\_ update existing: \_\_\_\_\_

*(if an update, please send a PDF file of your existing newsletter)*

Quantity needed: \_\_\_\_\_

Frequency (two or three times annually, quarterly) \_\_\_\_\_

Audience(s): \_\_\_\_\_

Do you have a mailing list or will you need a purchased list?

\_\_\_\_\_

All newsletters are quoted as four-color, unless otherwise specified.