

News Letter

A newsletter is a printed report that contains information about the activities of a company or organization that is regularly mailed to all of its members, customers, employees, or people interested in them. Newsletters generally contain one main topic that is of interest of recipients. The newsletter can be considered gray literature. Email newsletters are delivered electronically via email and can be considered spam if unsolicited email marketing is sent.

The newsletter is a cost-effective way to build relationships and maintain regular contact with potential clients. Newsletters are posts that are regularly distributed to specific audiences of subscribers via print or email. Newsletters can be used to announce or to convey new ideas and events to subscribers. Companies can easily communicate with stakeholders, including shareholders, customers, employees, and community members, through print and digital newsletters.

Advantages of news letter in business are as follows-

1. Communication

Newsletters are used to attract attention and exchange information. They are an easy source for communication. Staff newsletters can keep employees informed of new policies, products, and prizes. Newsletters enhance the relationship between employees and employers; also they build customer relationships. It can also be an important learning tool that includes policies and events. Newsletters build trust with customers, and show them that they are valuable. Including ads makes the newsletter cost-effective.

2. Awareness

Posting a newsletter gives you the opportunity to raise awareness and understand your company, products and services. Potential customers and clients may have a limited perspective of what your company can offer if they only watch your ads or receive a promotional email. The content of the newsletter builds a broader picture. To encourage readers to learn more, include links to get more detailed information on your website.

3. Credibility and Relationship

You improve your credibility through open communication with your clients, shareholders and employees. You are the one who knows your business better, and by directly communicating with your clients and employees, you show them that you care about them too. You can provide a detailed explanation and introduction of strategies for employees, shareholders and clients. Newsletters are available to all levels of the organization. Share your experiences and ideas to develop a relationship with stakeholders.

4. Expertise

The newsletter can show your expertise and build confidence in your company as a potential supplier. To establish leadership, include articles covering important issues in your market sector or exchanging information about industry research. Provide details of any conference your company gave a presentation in.

5. Delivery

Whether your newsletter is sent via email or printed mail, it can be easily delivered to stakeholders. Printed newsletters are not blocked by annoying auditors and add value perception. Newsletters only reach subscribers, so subscribers are interested in what the company says in the newsletter.

6. Promotion

You can use the newsletter to promote products and services or to launch new products. Including information about special offers helps enhance the impact of your advertising and promotional campaigns. Running special offers exclusive to readers enhances the value to the newsletter. You can combine newsletter content with other elements to launch a new product by including ads and articles related to the product.

7. Sales

Newsletters are an important place to announce the company's new products and services. Newsletters explain the benefits of a product or service and the benefits of buying from a specific

company. The newsletter encourages customers to contact the company and simplify the sales process for your sales partners. Since the customer must provide personal information to receive the newsletter, when the sales team contacts potential customers, each customer is informed of the products or services that the company provides.

Circulars

In every organization, regardless of size, communication between employees is crucial. One of the keys to their success is internal communication within the organization between heads and employees, between departments, between departments. One of the official communication tools is generalizations.

Circular is basically a message that contains some important information that is distributed to a large number of people. Circulars or flyers are a very effective way to communicate with employees or clients. Many companies use circulars to enforce dress codes and policies or to invite employees to meet for lunch. Circulars can also be used as an advertising tool. There are a number of benefits to using circular but it must include certain features to be more effective. Additionally, distribution is important for circulars in business communications.

Here are some advantages of a circular-

- **Sending message to mass people**

The main advantage of circular is that it is able to send a message or information to a large number of people simultaneously at a cheaper price. In fact, it provides the advantage of mass communication.

- **Cost-effective**

A circular message is a cost-effective way to send a message. Since it can send a message to a large number of readers at one time, the cost of access for each reader is greatly reduced. In fact, it saves money for the organization.

- **Saving time**

A circular letter not only saves money, but also saves time. Through it a message can be sent to a good number of audiences at one time thus saves time for sending the message to one person or customer.

- **Creating market**

Circular Letter helps create a new market for existing or new products and services. The message that is circulated by this type of message arouses people's interest and thus creates a new market for products or services.

- **Pervasive medium**

A circular message is one of the most popular means of communication. It can reach everyone regardless of age and can reach every corner anywhere. People can get information from them easily and very quickly.

- **Business or market expansion tool**

The Circular Letter is an important tool used to expand businesses and the market. Product, service, and customer news is provided to a large number of people who help expand the company's business or market base.

- **Increasing the goodwill of the company**

Through Circular Letters, customers are informed about social welfare activities, product quality, and care in various fields in the company. It enhances the goodwill of the company to the masses.