



FOR IMMEDIATE RELEASE

"Squeezing the Most Out of Your Marketing Dollar"

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Sage ERP Newsletter Marketing Program "Juiced Up" in 2012

Sage Preferred Vendor, Juice Marketing, introduces enhancements to their Sage ERP, Fund Accounting, and HRMS newsletter marketing program for Sage Partners.

Aliso Viejo, CA – January 30, 2012 — Juice Marketing LLC, a [channel marketing](#) company and Sage Preferred Vendor, has announced immediate availability of the Sage ERP MAS 90 and 200 newsletter for January-February 2012. This first issue of 2012 also introduces several changes that will benefit Sage partners who subscribe to the popular newsletter marketing program.

Mark Badran, Managing Partner, says enhancements to the newsletter marketing program provide Sage Partners with more content, more designs, and better value. "We're now providing the newsletter content in an editable Microsoft Word document, a formatted PDF, and an HTML file to send out by email. We're also rolling out a couple of new layout and design options for Sage Partners to choose from."

Juice Marketing provides [newsletter marketing](#) for 5 Sage products including Sage ERP MAS 90 and 200, Sage ERP Accpac, Sage ERP MAS 500, Sage Fund Accounting, and Sage HRMS (formerly "Abra"). The newsletter program is designed to help Sage Partners provide ongoing communication with existing customers and stay top of mind with prospects and referral partners.

Mark says the added flexibility of multiple formats will help Sage Partners get more out of their newsletter subscription and marketing investment. "As a newsletter recipient or end-user, the PDF makes it easy to download to your desktop or print out. As a Sage partner, access to the editable content allows you to post the articles on your blog for better search visibility. And the HTML email format simplifies distribution of the newsletter to customers and prospects."

As a Sage Preferred Vendor, many of the channel marketing programs offered through Juice Marketing are pre-approved for 60% co-op reimbursement. In some cases, 100% of the cost of a newsletter subscription is eligible for Sage co-op.

Go to <http://www.juice-marketing.com/newsletters.html> for information about Sage newsletter marketing subscriptions, pricing, or to download a couple of sample issues.

About Juice Marketing, LLC

Juice Marketing provides simple and cost-effective channel marketing programs to Sage, Microsoft, and SAP partners and business software providers. Their turnkey marketing programs - like marketing newsletters, customer success stories, lead nurturing campaigns, press releases, keyword-optimized blog articles, email marketing, social media coaching, and SEO consulting - helps small business technology providers squeeze the most out of their marketing dollar.

Visit www.juice-marketing.com to browse the portfolio of projects, review available marketing programs, or subscribe to their VAR Marketing blog.

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