



**FOR IMMEDIATE RELEASE**

*"Squeezing the Most Out of Your Marketing Dollar"*

Mark Badran  
Juice Marketing, LLC  
(949) 340-3374  
[mark@juice-marketing.com](mailto:mark@juice-marketing.com)

## **Sage Product Newsletters Important Marketing Tool for Accpac Resellers**

Even in a world of Tweets, Blogs, and RSS Feeds, email newsletters are still an important and cost-effective marketing tool for Sage ERP Accpac partners that want to keep in touch with customers, prospects and alliance partners.

**Laguna Hills, CA – December 13, 2010** – Juice Marketing, LLC ([www.juice-marketing.com](http://www.juice-marketing.com)) has announced immediate availability of the special year end edition of their popular [Sage ERP Accpac newsletter](#). According to Juice Marketing, Sage product newsletters continue to be a highly effective and affordable way for Sage Accpac resellers to keep in touch with prospects and generate more business with customers.

Mark Badran of Juice Marketing says, "As a Sage business partner, a consistent newsletter can be one of the most important and versatile tools in your marketing arsenal. You get fantastic mileage for your marketing dollar because this one piece of communication has so many different uses and appeals to so many different audiences." Juice Marketing has recently published "**4 Tips for a Fantastic Newsletter**" - a short article that's available for download at [www.Juice-Marketing.com/marketingtips](http://www.Juice-Marketing.com/marketingtips) and discusses the flexibility of newsletters as a way to consistently stay top of mind in a long buying cycle.

Merilyn Van Zwieten of Partners In Technology, a long-time Juice Marketing customer, says, "Our newsletter published by Juice Marketing allows us to stay in front of our customers and prospects on a consistent basis. The writing style is fun to read and the quality content clearly describes how technology can make their businesses better." Regarding the value she gets for her marketing dollar, Van Zwieten adds, "The newsletters go a long way for such a small investment. And when you factor in Sage co-op reimbursement, it's a no-brainer!"

Badran says that one of the keys to newsletter success is the quality of the message delivered. "Content is king. While the design of your newsletter can draw people in, it's the substance of your articles that keeps them engaged with your company and coming back for more." But finding the time to research, edit, format and deliver even two pages can be overwhelming for busy Sage Accpac resellers. That's why, according to Badran, the [Sage Product Newsletter Program](#) was originally developed. "It provides Sage Accpac resellers with an easy way to stay top of mind with customers and prospects while they continue to focus on their business," Badran adds. In fact, Juice Marketing publishes newsletters for several Sage products including:

- Sage ERP Accpac
- Sage MIP Fund Accounting
- Sage Timberline Office

- Sage ERP MAS 90, MAS 200 and MAS 500
- Sage Abra HRMS

Juice Marketing is a Sage Preferred Vendor, so its newsletters are pre-approved for 60% co-op reimbursement – 10% more than most other marketing vendors. The company also processes partner co-op claims directly with Sage, eliminating client paperwork. Visit [www.juice-marketing.com/newsletters](http://www.juice-marketing.com/newsletters) to learn more about Sage Accpac or other Sage product newsletters

### **About Juice Marketing**

Juice Marketing provides simple and cost-effective marketing products to Sage and Microsoft business software and technology providers. Their turnkey marketing programs like product newsletters, customer success stories, lead nurturing campaigns, keyword-optimized press releases, email marketing templates, and technology article content helps their customers squeeze the most out of their marketing dollar.

As a Sage Preferred Vendor, many of their marketing products are pre-approved for up to 70% co-op reimbursement. Plus, Juice Marketing can file your co-op claim online directly with Sage which eliminates all the paperwork.

Visit [www.juice-marketing.com](http://www.juice-marketing.com) to browse the portfolio of projects, review available marketing programs, register for a marketing webcast, or download a few marketing articles. Or contact Juice Marketing directly by phone at (949) 340-3374.

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