



FOR IMMEDIATE RELEASE

"Squeezing the Most Out of Your Marketing Dollar"

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Sage Product Newsletters Critical Marketing Tool for MAS 90 Partners

Even in a world of Tweets, Blogs, and RSS Feeds, email newsletters are still an important and cost-effective marketing tool for Sage MAS 90 partners that want to keep in touch with customers, prospects and alliance partners alike.

Laguna Hills, CA – October 5, 2010 – Juice Marketing, LLC (www.juice-marketing.com) has announced immediate availability of the Sage MAS 90 newsletter for September-October 2010. And according to Juice Marketing, Sage product newsletters continue to be a highly effective and affordable way for Sage MAS 90 partners to keep in touch and generate more business with customers and prospects.

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 really 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.

Merilyn Van Zwieten of Partners In Technology, a [Sage MAS 90 consultant in Chicago](#) and long-time Juice Marketing customer, says, "Our MAS 90 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...especially when you factor in Sage co-op reimbursement!"

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 and content 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 just two pages can be overwhelming for busy Sage MAS 90 resellers. That's why, according to Badran, the [Sage Product Newsletter Program](#) was originally developed. In fact, they publish newsletters for several Sage products including:

- Sage Accpac ERP
- Sage MIP Fund Accounting
- Sage Timberline Office
- Sage MAS 90 and MAS 500
- Sage Abra HRMS

Juice Marketing is a Sage Preferred Vendor, so its newsletters are pre-approved for 60% co-op reimbursement. The company also processes partner claims directly with Sage, eliminating client paperwork. Visit www.juice-marketing.com/newsletters to learn more about Sage MAS 90 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 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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