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"Squeezing the Most Out of Your Marketing Dollar"

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Sage VARs See Continued Marketing Successes with Sage Product Newsletters

Sage ERP, CRM, HR, and Nonprofit product newsletters continue to be one of the best ways to stay in front of customers and keep them engaged with targeted content.

Laguna Hills, CA – Juice Marketing has revealed that their Sage ERP, CRM, HR, and nonprofit product newsletters continue to be a popular marketing tool among Sage VARs despite the growing popularity of social media like Twitter, Facebook, and LinkedIn. Sage resellers subscribing to the library of 5 Sage product newsletters report ongoing marketing successes by providing customers and prospects with a combination of relevant news, product-specific tips, and information about industry trends.

Juice Marketing's Mark Badran says, "No doubt social media has become one of the most important marketing platforms for Sage VARs. But email marketing, and in particular a consistent newsletter, is still one of the best ways to stay in front of your customers and keep them engaged with targeted content."

Badran also asserts that the key to success of the Juice Marketing [Sage newsletter program](#) is the quality of the message delivered. "Content is still king. Outstanding design will draw readers in to your newsletter, but the substance of your articles will keep them engaged and coming back for more. And that's what we think our Sage reseller subscribers appreciate about our newsletter publications ... the conversational tone and unique creative writing approach that we deliver."

Therese Logeais of Technology Integrators, a Sage [MAS 90 reseller in Minneapolis](#) and Juice Marketing newsletter subscriber, recognizes the value of email newsletters as well as the obstacles in creating them. "I believe they're a fantastic way to stay in touch with our MAS 90 customers. But researching, writing, and creating a consistent newsletter in-house is time-consuming — we rarely succeed in sending them out!" She adds, "I had seen a sample issue and was very impressed with the quality, content and design. It was full of good information that I wanted to send it to my clients."

But why the the Sage MAS 90 and MAS 200 newsletter in particular? For Logeais, the answer is easy. "Let's just say I wish I could put together a newsletter as well as Juice Marketing. Plus it saves me a lot of time and is extremely affordable ... especially when you apply Sage co-op."

Juice Marketing also publishes newsletters for several Sage products including:

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

Juice Marketing is a Sage Preferred Vendor, so its newsletters are pre-approved for co-op reimbursement. Sage VARs that choose Juice Marketing also get 10% more co-op than most other marketing vendors can provide.

Visit www.juice-marketing.com/newsletters to learn more about the Sage MAS 90 and MAS 200 or other Sage product newsletters they offer.

About Juice Marketing

Juice Marketing provides simple and cost-effective marketing programs designed for Sage and Microsoft business software VARs. Their small business marketing services include success stories, press releases that are optimized for search engines, creative writing, outsourced blog entries, off-the-shelf technology articles, website SEO, and social media coaching. Juice Marketing also publishes quarterly product newsletters for Sage ERP Accpac, Sage ERP MAS 90, Sage ERP MAS 500, Sage CRM, Sage MIP Fund Accounting, Sage Abra Payroll and HR, and Microsoft Dynamics GP.

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.