



**FOR IMMEDIATE RELEASE**

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

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## **VAR Channel Marketing Newsletters for Sage Abra HRMS Keeps Resellers on Target with Customers**

*Sage Abra HRMS newsletter program by Juice Marketing builds brand awareness for resellers while helping Sage Abra HRMS customers get the most out of their software investment.*

**Laguna Hills, CA – June 14, 2011** — Juice Marketing LLC, a [Channel Marketing](#) company primarily serving Sage and Microsoft VARs, reports enthusiastic response to its newsletter subscription service for Sage Abra HRMS partners. The newsletter program helps Sage Abra VARs and Channel Partners keep customers up to date about current trends in Human Resource Management and payroll technology while building brand awareness for their firms.

Tom Ross, founder of Ohio-based technology services firm and long-time Sage Abra HRMS provider Thomas Ross Associates, Inc. ([www.trasystems.com](http://www.trasystems.com)), is a confirmed believer. "Our Sage Abra newsletter subscription with Juice Marketing lets us keep everyone – customers, prospects, and alliance partners – up-to-date on developments with Sage Abra and the payroll & HR market in general. The article topics are timely, the product messaging is consistent with what Sage is doing, and we really like the way we can personalize the newsletters to keep the TRA brand front and center within our market."

For Ross, the newsletter program is a collaborative effort that benefits everybody. "It's nice to know I can count on Juice Marketing to deliver a timely, relevant and professional newsletter – especially when we're at our busiest. That's when it's really tough to stay consistent with our marketing and continue to position TRA as the go-to-guys for Sage Abra implementation, training and support." Ross adds, "Not only are they useful to our customers, I find that the newsletters are equally effective as a lead nurturing tool to establish our brand and stay top of mind with prospects."

In its 4th year of publication, the Sage Abra newsletter is part of the [VAR marketing newsletter program](#) which also includes Sage ERP MAS 90 and MAS 200, Sage ERP MAS 500, Sage ERP Accpac, SageCRM, Sage Fund Accounting, and Microsoft Dynamics GP. And since Juice Marketing is a Sage Preferred Vendor, newsletter subscriptions are pre-approved for 60% co-op reimbursement – 10% more than most other marketing vendors. The company also processes Sage partner co-op claims online directly with Sage which eliminates paperwork and administrative hassle for Sage resellers.

Visit [www.juice-marketing.com/newsletters](http://www.juice-marketing.com/newsletters) to learn more about Sage Abra HRMS or other Sage product newsletters.

**About Juice Marketing, LLC**

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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