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THE TRANSMITTER

Newspaper & Advertiser Summit Registration Now Open

Starting in just three months AdSEND will bring together newspapers and advertisers to discuss best practices and how each can make the other's job easier. The Summit will feature one day of open forums and lively discussions to share ideas between these two important industry players. Register by visiting the Summit Web page: www.adsend.com/summit.php

AdSEND is committed to attracting the most attendees possible in order to present high-quality events with plenty of compelling dialogue. Therefore, the company is **waiving all registration fees.**

The Newspaper & Advertiser Summit will take place in three cities across the country, so individuals can attend the one that's most convenient and cost-effective for them.

The dates and locations are:

- **New York City: Sept. 15 - 16**
- **Chicago: Oct. 6 - 7**
- **L.A.: Nov. 12 - 13**

AdSEND/Vio President **Al Edwards** said, "In today's tough economy

where businesses are forced to do more with less, it makes sense that newspapers and advertisers have spoken to us about having this dialogue on conducting better business so that each continues to thrive and be prosperous. The Summit is about bringing together two of our largest customers and helping them achieve this important goal."



Besides best practices, we'll have a session about the upcoming move of AdSEND.com off of Associated Press (AP) satellite and servers and onto the Internet. Since we acquired AdSEND from the AP in December 2006, many infrastructure improvements have been made, and this is yet another.

This session will detail the replacement product that we'll be offering and how it allows for even more powerful automation than

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Newspaper & Advertiser Summit cont'd

newspapers employ currently using the satellite and servers.

Finally, we'll have a session that explores the growing field of self-service advertising, which allows newspapers to reach smaller advertisers in their markets that previously would not be cost-effective. Generally 80 percent of advertising revenue comes from 20 percent of available advertisers and self-service allows newspapers to tap into a new revenue stream with that other 80 percent of small, local businesses.

Additionally, some newspapers have been outsourcing their advertising production, and we'll discuss self-service as a viable alternative.

For example, consider the practice of creating spec ads for small advertisers. Rather than simply moving the cost associated with this from the newspaper to an outsourcing company, newspapers can eliminate the cost entirely with a self-service solution.

The Newspaper & Advertiser Summit will provide plenty of opportunities for casual networking. We're featuring a cocktail reception the evening prior to



The Summit will provide plenty of networking opportunities.

sessions so everyone can meet each other. During the day of the sessions, attendees are free to mingle during breakfast, lunch and break time.

In New York City the Summit will be held at the Hotel Pennsylvania, in Chicago at the Hilton Garden Inn - Chicago O'Hare, and in L.A. at the Hilton L.A. Airport. Attendees should book overnight accommodations directly with the hotels and mention the Summit to receive discounted rates.

We'd love to hear from you and we are collecting feedback and suggestions for the Summit. If you would like to participate and offer your opinion, visit this web site

and fill out a very quick survey:

<http://www.adsend.com/submitsurvey.html>

If you have any general questions about the Summit or registration, call 800-2-ADSEND (800-823-7363) or email usmarketing@adsend.com. See you in the fall.

Update Your Company Details

Are there people on your AdSEND account who are no longer with your company?

Be sure to free up accounts and remove those employees who have moved on.

Please call our customer support team at 1-800-8-ADSEND (1-800-823-7363) or email adsendsupport@adsend.com to provide us with the latest company contact information.

We appreciate your assistance!

Keep Customers Happy; Get More Business

Regardless which side of the industry you're in – publishing or advertising – present times are tough with the US economy. With businesses running lean, it's important to maintain the current revenue stream as well as increase it by using more cost-effective means.

The estimated price tag for selling to a new prospect rather than an existing customer is between five to ten times higher. It costs less to reach existing customers because you already have their attention, they already know your work and trust you, and you don't need to expend lots of effort just to get in the door. If your company's goal is to increase long-term income, a top priority should be to build stronger relationships with existing customers.

By spending extra time and effort with existing clients, you could expect an increase in the number of transactions with each customer, an increase in the average sale, and a faster and more efficient sales cycle. So how can you turn a one-time customer into a repeat sale? Try these tips.

1. Communicate. Let your customers know they are on your mind or you leave room for a competitor to make headway. Whether you communicate



by newsletter, e-mail, phone or brochures, consistent messaging is key to keeping your relationship going. You might even call them to tell them about a new sale or a new service you're offering, and always ask if there is anything else you can do for them.

2. Take them out. While all forms of communication are valuable, face-to-face contact is the best. Meet for coffee or lunch, and spend time in a non-sales capacity as well.

3. Obtain feedback. While communicating with customers, ask them for feedback, opinions and suggestions. Customers like to feel heard and when you take your customers' suggestions seriously they feel a sense of ownership in what you're doing, resulting in greater loyalty to your products and services.

4. Manage your reputation. Unhappy customers can wreak havoc on your firm's reputation, but satisfied customers can generate new

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Get More Business cont'd

business. Be sure to foster excellent customer service in your organization because studies show that good service keeps people coming back and brings in additional customers and revenue in the long term.

5. Spread good news. If your organization is mentioned in an article, or one of your employees has been quoted, send copies or even links to these to spread the information. Publicity like this provides a good reason for reaching out to customers (see point #1), builds confidence in your company, and may help you get

recommendations to new customers.

While going through your database of customers it's important to keep in mind the 80/20 rule. Eighty percent of your business most likely comes from 20 percent of your customers. Be sure that those customers are getting the time and attention they deserve.

On the other hand, don't forget about the smaller customers, either. Within this group, you may find some poised for growth in the future. You never know where your next sale may come from.

The AdSEND logo is displayed in a white rounded rectangle on a blue background. The logo itself is in a bold, sans-serif font.

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