

U.S. Products Revamps Monthly Newsletter Wants Newsletter to “Talk” to Subscribers

By AlturaSolutions Communications

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U.S. Products, a leading manufacturer of portable carpet cleaning and restoration equipment, has redesigned its monthly e-newsletter with a new look and a revamped content focus.

Coeur d Alene, ID - August 18, 2010 - U.S. Products, a leading manufacturer of portable carpet cleaning and restoration equipment, has redesigned its monthly e-newsletter with a new look and a revamped content focus.

It now focuses specifically on the marketing needs of carpet cleaning technicians.

The newsletter, which has more than 3,200 subscribers, has been on hiatus while company insiders discussed how it could be changed to best address the needs of its readers.

“We recognized that the two biggest concerns of most techs are soil removal and marketing,” says Nick Wiebe, Marketing Manager for U.S. Products. “We decided to focus on marketing because of the economy and because carpet cleaners are always looking for new, successful ways to grow their businesses.”

The e-newsletter's new look and editorial focus was put in place starting with the July issue.

Although Web analytics* for the newsletter have always indicated that it is viewed by many subscribers, “The numbers jumped with the new marketing format in July. This tells us we made the right decision,” says Wiebe.

While some view e-newsletters as “old school” marketing, many marketing experts report they can still prove very valuable.

“[E-newsletters] seem to fit into people's busy lifestyles,” says Wiebe. “If designed properly and with quality content, they are a quick, easy read that seems to work well, especially with our subscribers.”

The first two re-designed newsletters concentrated on the ways in which technicians can turn prospects into loyal customers.

Wiebe says the September newsletter is likely to be a back-to-school issue that explores how technicians can take advantage of outsourcing opportunities now occurring in many school districts around the country.

“We want our newsletters to ‘talk’ to our readers,” says Wiebe. “We want them to feel they get something valuable by taking a few minutes to read them.”

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*Web analytics, as used here, measure how often the newsletter is viewed and which sections are most frequently visited.

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About U.S. Products

U.S. Products has been manufacturing cleaning equipment for carpeting, floors, draperies, upholstery, and

restoration for more than 25 years. The company is well known for its innovative internal heating systems, which deliver 212°F at the wand tip; its top-quality components; and its solid-state circuitry, which allow for precise operation and equipment control.

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