



In the B2B world we live in, e-newsletters are essential to staying top of mind with our clients and prospects. But who has the time and resources to research, organize and develop an informative e-newsletter in a consistent manner?



Judy Van Der Linden with InterDyn Artis was feeling this exact pain for some time and her e-newsletter open rate, click through rate, and bounce rate were showing this struggle. A subscription to the E-Newsletter Content Library from The Partner Marketing Group has alleviated this pain for Judy by providing 'ready to go' content relevant to her target audience.

InterDyn Artis is now seeing the following benefits thanks to The Partner Marketing Group's E-Newsletter Content Library:

Metrics	TPMG's Content Library	
	before use	after use
Open Rate	9.5%	18.5%
Click Through Rate	2.8%	12.8%
Bounce Rate	38.4%	1.3%

- Enhanced metrics prove InterDyn Artis' e-newsletter effectiveness.
- Consistently timed messaging relevant to their clients and/or prospects keep their readers engaged.
- Content that provides value to their readers builds trust and credibility, ensuring loyal clients and interested prospects.
- Time and cost savings prove invaluable to their bottom line.

By the leveraging The Partner Marketing Group's E-Newsletter Content Library, InterDyn Artis is able to send consistent and relevant content to their readers, without spending all of their time and resources on content creation. Consequently, their newsletter metrics have improved greatly and are still on the rise.

"I love the E-Newsletter Content Library. After just 2 months of using it we saw a 10% increase in our "Opens and Clicks" from past newsletters."

*Judy Van Der Linden,
Marketing Manager, InterDyn Artis*

More about The Partner Marketing Group's E-Newsletter Content Library:

The Partner Marketing Group's E-Newsletter Content Library is product and industry related newsletter content written for Microsoft partners for clients and prospects. This provides your team with an effective marketing tool that you can use to nurture the ongoing relationship with your target audience of customers and/or prospects, without the significant effort it takes to write relevant interesting content on a regular basis. You will be able to view and download articles, whitepapers, product tips and tricks, and fun facts to put into your newsletter when you log into the Content Library. One of the benefits of the "self-serve" library is your ability to obtain content for your newsletter at whatever time you need it.

With an annual subscription to the Content Library, you will have an unlimited number of articles at your fingertips for your prospects and customers. For information on how to enroll in the Library, please contact Michelle@ThePartnerMarketingGroup.com or call 1-734-425-7414.

"To sum it all up...cost effective, little effort on my part to send a professional up-to-date newsletter and the Tips and Tricks section is priceless. I have found the Content Library keeps me up-to-date in the never ending changing technology world...how did I survive before the Content Library??"

*Judy Van Der Linden,
Marketing Manager, InterDyn Artis*