

# PERSONALIZED MASS MAILER

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In house mailing is a great way to be in touch with your customers and contact prospective customers.

Mass mailing ranges from sending out bulk invitations to letting your customers know of your new products etc.

Mass mailing is useful to send sales letter to generate sales. You are unlikely to create a letter campaign that generates immediate sales all by itself. You'll need to follow up, so a good mailer should build some rapport, deliver a compelling reason to call later, and prepare the recipient for your follow-up.

Sales letters are also a good way to follow up on prospects and leads developed at trade shows. Sales letters are a critical step in translating prospects into sales.

Flyers generally announce some type of positive change in your offerings or operations and create curiosity about what's new and different.

Whether they take advantage of your offer or not, everybody appreciates a bargain. Special offers let customers know your appreciation for their business. This develops customer loyalty and draws customers closer to your business.

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Because they require research, educational newsletters are the most time-consuming mailing tactic. At the same time, they also offer the most value to your customers.

Do not pass up an opportunity to be courteous and thoughtful. Send holiday cards with personal notes to everyone in your company database.

Anniversaries are also good opportunities to thank customers for their support.

The **KAT Personalized Mass Mailer** is user friendly and has facilities that are very useful to the user.

**KAT Personalized Mass Mailer** gives some additional facilities where in Invalid email id's if any, are logged and can be deleted easily.

These are some reasons how **KAT Personalized Mass Mailer** will help your business grow and you can think of more uses.

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