

# With Nearly 900 Global Contacts, Simplicity and Consistency is Key

Sweetwater Logistics CEO, Steve Thomson, had a straightforward marketing plan: send monthly emails with information to remain top of mind to their large customer list. Then, the holidays hit.



## Objectives

Like many small business owners, Steve Thomson was wearing many hats, including Marketing Director because, for a while, it worked. His strategy was simple: stay in front of your contacts through one monthly email and an informative blog. But when he failed to send a monthly email ahead of Thanksgiving - an email that included important closing dates due to the holiday - he realized he needed this "small" but important task off his plate.

## Solution

After an initial discussion with Steve on the "seasons" of his business, Next Page established a twelve-month content calendar and cadence for Sweetwater's emails and blogs. Next Page also revamped its e-newsletter template with graphics and stock imagery to be on-brand as well as researched SEO keywords to elevate the reach of the monthly blogs.

## Wins: Consistent Marketing Month over Month

Almost immediately, Sweetwater's CEO, Steve, went from spending a few hours crafting content for blogs and emails to only a few minutes each month. With Next Page's streamlined content approval process established, monthly blogs and e-newsletters were written, approved and published within 24-48 hours. Important updates and ongoing marketing content were being shared on a regular cadence with minimal oversight from Steve. Effectively allowing him to focus on his most important job: running the business.



*Steve Thomson*

President & CEO

Cassandra and her team have been instrumental in crafting the messaging for our newsletters and company correspondence. As an entrepreneur having a team like Next Page in the background doing the heavy lifting with regards to the marketing and messaging is liberating. They get it, they want it and they have the capacity and capability to deliver on their promises. Second to none.