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### More E-Newsletter Tips Offered by KIWI Communications, Inc

*Orange County, CA marketing and advertising firm offers a new Marketing Information Bulletin on the topic of how to use e-Newsletters more effectively to market products and services.*

Newport Beach, CA (March 20, 2010) — KIWI Communications, Inc., a marketing and advertising company, based in Southern California, is offering a new Marketing Information Bulletin™ (MIB) to help their clients develop proficiency in utilizing the latest e-Newsletter techniques. The easy-to-read Bulletin provides the reader a roadmap to developing key content for e-Newsletter articles.

“The key to a successful e-Newsletter is content. Content really is king. So many companies today simply run out of ideas to share with their customers. In this Marketing Information Bulletin we address some simple strategies to help clients tackle this issue. For example, one key tip is to simply be a good listener. We suggest that you survey your customers to find out the major challenges they are facing.” says S. T. Brann, President of KIWI Communications, Inc. “Another tip is to ask guest authors to help you write articles. By asking well-respected industry leaders to write about market trends or issues relating to your particular market, you can show how your company’s technology solved a specific problem for your customers.”

The Bulletin is written in a straightforward, easy-to-understand writing style. The MIB is formatted as a single-spaced, two-page document, easily downloadable as a PDF from the KIWI Communications, Inc. Website. For information on additional topics from KIWI Communications, Inc., please contact S. T. Brann or visit [http://www.kiwi-comm.com/about\\_marketing.asp](http://www.kiwi-comm.com/about_marketing.asp). A sign-up form is available on the Web site to request more information.

#### **About KIWI Communications, Inc.**

KIWI Communications, Inc. is a leading provider of marketing and advertising services for clients ranging from early stage start-ups to Fortune 500 companies. Specializing in the life science, biotechnology, medical device, and high-tech industries, they actively use eMarketing strategies to help their clients more effectively promote their products and services. Founded in 1999, KIWI Communications, Inc. provides its clients a one-stop shopping experience by offering a variety of marketing services such as social media, public relations, direct marketing, exhibit planning, market research, as well as traditional marketing and advertising services like print advertising and collateral production. Located in Orange County, CA, KIWI Communications, Inc. is available online at <http://www.kiwi-comm.com/services.asp>

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