

Create A Great Buzz For Your Business

Waking your customers and prospects up to the value of your services should be easy. Newsletters with up-to-date insights and articles are a great way to stay in touch and top of mind.

Checkpoint Marketing for Firms is the fastest, simplest, most affordable way to create professional newsletters and company communications, to help you deliver the right kind of buzz in the market around your services.

Email Delivery



Put a nice, tight lid on your company communications and deliver your regular newsletter buzz with easy email distribution.

Choose Topics To Taste



Select from a great range of topics from Finance, Business and Tax. Checkpoint Marketing for Firms will pull articles directly from our extensive pool for your use. We cover everything from business and personal tax, GST, superannuation, financial planning as well as other relevant topics of interest to your customers such as HR, Management, Marketing and Sales.

Top Up With Your Own Info



With a regular base of current articles to use from Thomson Reuters, you can fill your newsletter content cup up as much as you like, and just top it up with your own information. It is easy and quick to add covering introductions, pull in articles or company updates prepared by your own team.

Professional Design



The right design elements for a professional newsletter are simple to add with Checkpoint Marketing for Firms. Choose from a range of sweet templates and easily set up section headings. Pull in your company logo, photos and images in a just a matter of clicks.

A Rich Source of Content

In busy practices, asking partners to prepare original articles can be a challenge. Their focus is on customers and the business, and hours away from that represent an opportunity cost.

Checkpoint Marketing for Firms solves that problem by providing instant access to a deep pool of professionally written, properly sourced and fact checked articles written by our editorial team.

Simply select the topic areas that are relevant to your business, and receive a regular piping hot delivery of news, insight and articles, to pop directly into your newsletter template.

A Content Cup You Can Trust



The tool you choose to prepare and distribute company communications should be custom fit for the job. You want to be able to fill it with the kind of information, articles and advice that are aligned to your services, and to the interests of your customers. Importantly, it should make your day easier and ensure a quality of work that will present your business professionally.

The Pulse of Your Business



We all know that regular communications with customers and prospects can help to maintain relationships but publishing regular articles boosts the the health of your bottom line in more ways than one.

For instance, by making it easier for your business to be found by search engines.

When you post well written, authoritative newsletter articles to your website on a consistent schedule, you improve the chances of your company appearing in search results.

This matters because the majority of prospective customers start researching online and will already have shortlisted possible advisors long before they pick up a phone or send an inquiry email.

When Time is Money



Billable hours are the lifeblood of advisory businesses. Every hour spent writing articles or preparing guidance notes is an opportunity cost and often the numbers just don't add up.

For example:
Four partners each write one article a month.

Each article takes four hours in total to be prepared, reviewed and approved.

That is 192 hours a year at a conservative average of \$150 an hour or an investment of \$28,800 billable time.

Compare this to a few minutes each month to populate and distribute a newsletter using Checkpoint Marketing for Firms.

On average Checkpoint Marketing for Firms pays for itself in time saved in just 8 weeks.

Fast Delivery



Scheduling Checkpoint Marketing for Firms to update your newsletter with the latest articles and insights is simple. With the tool doing most of the legwork for you, it is much easier to schedule and manage regular, timely communications to your customers.

Once your newsletter has been delivered, you can also pull reports and quickly get up to speed with how many of your contact have received, open and read the information you sent them.

Simple data dashboards can also be set up for Partners so they can specifically review the activity of their own customers.

Trust is Everything



Today, it is more important than ever to know the information you share with your customers comes from highly trusted, credible and ethical sources. Thomson Reuters has an excellent and longstanding reputation for our publishing, editorial and news coverage expertise.

All articles available from Checkpoint Marketing for Firms have been properly researched, sourced, fact checked and reviewed by subject matter experts and legal counsel before they are made available.

We are proud to offer our customer the ability to use articles prepared by editors and experts that are widely respected in the advisory sector.

Add A Little Extra to Your Blend



As well as being a brilliant tool for company communications, Checkpoint Marketing for Firms has other uses.

Use it to very quickly and efficiently create invitations to company events, seminars and information sessions. Upload your invitation list and easily distribute invitations over email, as well as manage registrations and quickly prepare confirmation and reminder emails to follow up.



Take Our Taste Test



Don't just take our word for it. Register for a demo and we will show you just how easy and simple it is to set up a great looking professional newsletter, schedule new content to arrive on your chosen topics and manage distribution via email.

Checkpoint Marketing for Firms is the only complete newsletter creation, content population and distribution system on the market that costs less than 3 good coffees a day.

We are so confident you'll get a buzz from seeing what you can do with Checkpoint Marketing for Firms, we are offering all new subscribers a tailored onboarding package that includes newsletter set up and design, content update scheduling and preparation of your first content list upload.

Contact us on 1800 498 148 to book a demo or learn more.

