

## **Take the stress out of year-end client communication**

The year is winding down, but for many businesses this just means upping the pace to tie up loose ends and prepare for the new year ahead. It is, however, also an opportunity for businesses to reflect on the past year and to show their appreciation for the continued support of their loyal clients.

The benefits of sending a personal note to clients, whether in the form of an annual review or a simple holiday greeting, shouldn't be underestimated. It ends the year on a good note and sets the tone for the year to come. It also ensures that your brand remains top of mind with your clients and helps your Firm remain friendly and approachable.

This communication can become a time-consuming task; one which proves difficult at this busy time of year. Fortunately for GhostConvey customers, GhostMarketer is the ideal tool to make personalised year-end client communication a breeze.

GhostMarketer, which is available free of charge to all GhostConvey customers, is an easy-to-use tool that allows you to create personalised bulk emails and SMSs. Not only does it import all your contact information directly from your GhostConvey matters, ensuring your records are up to date, but it allows you to create mailing lists based on selected criteria. This means you are able to send relevant messaging, tailored to a targeted audience. It is also possible to personalise these bulk messages for individual clients by inserting relevant fields, such as their name or transfer information, into your communication.

Ensuring your brand is strengthened and represented professionally is as important in a year-end communication as it is in any other marketing strategy carried out during the year. With this in mind, GhostMarketer offers you the opportunity to customise your communication templates to reflect your Firm's branding and to include your logo.

Taking full advantage of what GhostMarketer has to offer means that you can reduce the pressure of the year-end rush while still building excellent client relationships.

To learn more about why marketing your Firm is so important and how you can use GhostMarketer to effectively build your brand, read [this interesting series](#) by Jack Crook, Director of DotNews, or visit [training.korbitec.com](http://training.korbitec.com) for step-by-step GhostMarketer user guides.