



Spotlight On

Chesapeake Drives Sales with Monthly Newsletter

Chesapeake Telephone Systems (CTS), a northeast U.S. region Platinum Solution Provider uses its Mitel Market Development Funds to send out a monthly newsletter, targeting its existing customers and future prospects. Chesapeake Telephone Systems have been doing this for four years, and they've had great payback. Jeff Nolte, President of CTS credits his third-party marketing company, Ascent Solutions. Ascent's niche is telecom – they focus on marketing programs for solution and service providers.



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Why does Chesapeake send a monthly newsletter?

- To generate sales and stay top of mind with existing customers and prospects – whenever a buying cycle hits, they think of Chesapeake first.
- To announce promotions and new solutions, educate readers, and offer technical tips.
- To increase customer loyalty, strengthen brand awareness, and build credibility.

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How does the monthly newsletter drive sales?

- Each article is wrapped up with a call to action, encouraging the reader to email or call CTS for more information.
- Real world success stories and testimonials reinforce their Mitel solutions.

For more information on this article, please contact Mitel Channel Marketing Department at (613) 592-2122 ext. 4218