

Best Email Newsletter for Marketing Purposes
Silver B2B
Ceridian – Ceridian Small Business Solutions

Brand/Client Side Team:
Ambica Jones

MarketingSherpa Summary – Why They Won:

Segmenting a client list by company size worked wonders for this team. They created a newsletter especially for their small-business clients that reflected the unique issues facing small businesses, and reinforced the company's expertise in serving smaller customers. They've asked us to keep results private, but the newsletter delivers extremely strong results, and has proven a valuable customer retention tool and a source of new leads.

From Their Nomination Form:

This campaign has created a "buzz" internally among various business units who want to similarly promote their content and product/service solutions. The eNewsletter has demonstrated extremely strong results, is well received by its customers, and has resulted in several strong sales leads. It has also improved brand loyalty and customer retention. Based on the success of this eNewsletter and internal sales demand, Ceridian has developed an additional sales eblast program to further support their marketing and sales efforts.



Small Business Solutions

(Inside/Field Sales Rep Name)
(Email address)
(Phone number)
www.ceridian.ca

Dear (Name),

I'm happy to present to you a brand new look for Ceridian *Small Business Solutions*. The eNewsletter has been redesigned to address the unique needs of small business owners like you — and to bring you **exclusive special offers** for Ceridian products. Of course, I'd be happy to answer any questions you have about what you read in this issue — or any other HR, payroll, or benefits needs. Also, if there is a topic you would like to see in an upcoming issue, just [email me](#) or call me at the number below.

3 common recruiting mistakes — and how to avoid them

Business owners who do their own recruiting often make mistakes that can be very costly. Are you making any of these common errors? [Learn what not to do](#) when you're looking for staff.



[Special Sales Offer](#)
RECEIVE 10% OFF
OUR BASIC BACKCHECK OFFERING



How Ceridian solved a theatre company's payroll problems

Outstanding customer service and unwavering reliability convinced this payroll administrator that she made the right choice in selecting Ceridian Powerpay Web to meet the stringent requirements of a multi-union theatre company. Find out why the [Neptune Theatre gives Ceridian a standing ovation](#).

Sincerely,

(Inside/Field Sales Rep Name)
(Email address)
(Phone number)



Small Business Solutions

Ceridian Canada Ltd.
sbsolutions@ceridian.ca

 1 877 237 4342 
www.ceridian.ca

Dear (Name),

This issue of Ceridian *Small Business Solutions* outlines important legislation you must comply with when completing a background check on a job applicant. Plus, our case study reveals how one small business owner saved time and increased payroll accuracy with Ceridian's Powerpay Web. If you have any questions about recruiting, payroll, or anything else in this eNewsletter, please call me at the number below or [send me an email](#).

What you must know about background screening

Hiring the wrong employee can have a devastating impact on the bottom line of your company. That's why investigating each candidate thoroughly, while being sure to adhere to human rights and privacy legislation, is so important. Here's [what you must know before you hire](#).



Downtown Vancouver BIA speeds up with Powerpay Web

The influential Downtown Vancouver Business Improvement Association (DVBIA) saved a lot of time for its small but busy staff when it switched to Ceridian's Powerpay Web. And that enabled the association to better serve its members. [Find out how Powerpay Web helped.](#)

Sincerely,

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