

Custom Publishing Services

Find out how you can benefit from custom publishing projects with eSchool News projects like:

- Custom Magazines
- Corporate Collateral
- Lead-generation program
- Special reports
- Best Practices

Find out how you can use custom publishing to acquire new customers and strengthen the loyalty of current customers with eSchool News. Stand out from the crowd and offer a unique message. Deliver it creatively, and get measureable results.

Custom publishing is a communication and marketing strategy designed to acquire new customers and strengthen the loyalty of existing ones. It is carefully crafting customized content that entertains and informs the audience. With the combination of credible content and skilled marketing, a long lasting relationship is formed with the customer.

eSchool News + Your Marketing Message = Powerful Communications

Unlike traditional advertising that is created for broad audiences, custom publications are targeted to a specific audience. Therefore, readers receive a personalized message that grabs their attention and remains in their mind. Readers get valuable content that they are interested in, and your organization delivers a specific message. Thus, a strong relationship between the company and the consumer is built.

At eSchool News Custom Publishing, our goal is to take the power of your brand one step further by—helping you create custom publishing that speaks to your customers while delivering your unique sales message.

Custom publishing comes in many forms of media. Whether it's a magazine, web site, newsletter, eMail,



video, or contest, the message is written in the voice of the company to capture the heart of its reader. From digital to print, eSchool News is the leading source of valuable news and relevant information that can empower and satisfy your customer...

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- Custom Magazines
- Special reports
- Lead-generation programs
- Best Practices
- Corporate Collateral

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this exciting marketing opportunity!