



## Press Release

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Immediate Release

### **BEE ACCESS PRODUCTS PROUDLY ANNOUNCES THE LAUNCH OF THEIR MONTHLY E-NEWSLETTER TITLED THE BUZZ**

West Palm Beach, FL - Bee Access Products announces the release of a new monthly e-newsletter titled The Buzz. The Buzz is an innovative way to inform readers on solutions for difficult applications to utilize in the field. Bee Access Products is continuously offering new products and services and the goal is to use the newsletter as a tool to reach customers and to better serve their needs.

The idea to launch this new marketing strategy was brought with the new hire of Nicole Belmonte. After her recent graduation from Florida Atlantic University; Nicole brings an energetic approach to targeting our customer's needs and creating product awareness. Every month the e-newsletter content includes sections called Recent News, Important Notices, New Solutions and Monthly Specials. In Recent News and Important Notices you can find scheduled events, price changes and new services Bee Access provides such as Leasing Equipment on Fixeo systems and WILJOHN, LTD. Financing. New Solutions is the most popular feature within The Buzz. Here you can see how Tom DeJong and Brian Andrews create solutions to common challenges found on job sites. In addition promotions are given in the Monthly Specials. Subscribe your team today by emailing [Nicole@beeaccess.com](mailto:Nicole@beeaccess.com) and let's work together in changing the industry standards.

The unveiling of the e-newsletter coincides with the launch of various digital marketing campaigns including social media. Bee Access can be found on Twitter and Facebook. Bee Access broadcasts tips, job site photos, upcoming events, product updates and related industry articles. The social media efforts have opened up communications Internationally assisting in Bee Access's continued presence and ability to serve customers' needs.

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