

Allied Direct Response Marketing Programs

Are you struggling to ATTRACT new customers, students, patients or members?

Allied Marketing Communications is dedicated to developing **Direct Response Marketing** programs that help our clients **ATTRACT** new business. Whether your most valuable asset is a customer, a student, a patient or a member, successful **Direct Response Marketing** must include the following:

CLIENT: INSKIP AUTOMALL
CREATIVE: PERSONALIZED DIE-CUT MAILER
GOAL: DRIVE SHOWROOM TRAFFIC
OFFER(S): STARBUCKS GIFT CARD; FREE SIRIUS SATELLITE RADIO



A Good List

Relevance to Recipient

Multiple hits / Frequency

Perfect Timing

Unique Messaging & Design

A Compelling Offer

Achieving success with Direct Response Marketing involves blending creativity, technology and psychology to hit “hot buttons” with your prospects as well as “triggers” that motivate them to action. Today’s consumer is bombarded with information. If you do not stand out, you will be left out of their decision making process.

CLIENT: BRYANT UNIVERSITY
CREATIVE: PERSONALIZED DIE-CUT MAILER
GOAL: DRIVE RESPONSE VIA MAIL OR PURL
OFFER(S): BRYANT LITERATURE



CLIENT: LUMENIS
CREATIVE: PERSONALIZED DIE-CUT MAILER
GOAL: DRIVE TRAFFIC TO SEMINAR
OFFER(S): IPOD NANO™



PERSONALIZED BOX

For over 60 years, **The Allied Group** has partnered with many successful companies and organizations to achieve great results. Many of your colleagues have already chosen **The Allied Group** as their one-stop marketing and operational solution.

The Allied GROUP

Implementing Marketing & Fulfillment Programs.

www.thealliedgrp.com • (800) 556.6310

Allied Direct Response Marketing

Direct Response Marketing with **Allied Marketing Communications** is a highly specialized way to **ATTRACT** new business. The rewards can be great, however there is risk involved also. It is **very fast paced, needs daily monitoring, requires on-going sales analysis** and calls for **quick changes in direction**. In order to be successful with **Direct Response Marketing**, it is important to know the following:

**Do you know your market?
Who is your best prospect?
Who is your competition?**

**What is the sales potential?
What is your break-even point?
When do you make a profit?**

Media	Resp. Rate	Cost	Pros	Cons
Personalized Dimensional Mail	4%-18%	5	Most effective "Stands out in the mailbox" Tend not to throw away	Most Expensive Fixed Costs Need data
Personalized Direct Mail	1%-9%	4	Easy to test Unique Relevant to recipient	Need data More expensive Can seem "salesy"
Telemarketing	3%-5%	5	Very effective Closest to face-to-face you can get of all mediums Tailor your pitch Easy to qualify	Expensive DNC registry Irritating Fear of scam Caller ID
Dimensional Mail	2%-3%	4	"Stands out in the mailbox" Tend not to throw away	Cost prohibitive to large list Fixed costs
Direct Mail	.25% - 2%	3	Controllable Easily measured Good for testing Room for creativity Tangible	Often considered "junk" A lot of competition Somewhat costly
Coupons	.5% - 1.5%	2	"Offer" focused Form of loyalty Consumers like and use them Don't attract "right" customer	Not unique Loopholes/fraud Create condition to only shop with them
Email	.5% - 1%	1	Very cost effective Fast Great for testing Instant Fulfillment	Low response A lot of regulations Lack of control Limited space List availability
Magazine	.15% - .25%	3	Targeted group Consumers don't discard Typically good quality	Can be expensive Difficult to schedule/ long lead times
Radio	.1% - .2%	2	Vast audience	Hard to measure
Newspaper	.09%	2	Inexpensive to produce Easy to test and switch out ads A lot of options in rates and sizes	Limited readership Poor quality No control over placement
DRTV	.04%	4	Control over message and delivery Vast audience	Market perception

1-5 (1 being inexpensive, 5 being most expensive)