



Direct Marketing
Services of Arizona

Marketing with Measurable Results



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DROP

more segmented, targeted and personalized campaigns

PULL

higher response rates with interactive marketing

DRIVE

greater ROI using best practices and analytics

JUMP

ahead of your competition

DISCOVER

the best solutions & tools for your business

Avoid the cost, waste and alienation of general advertising.

Contact DMS now.

George Arden

Owner

Direct Marketing Services of Arizona LLC

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Welcome to Direct Marketing Services of Arizona (DMS)!

DMS helps businesses achieve a complete, independent and insightful view of customers and prospects thereby achieving the maximum return on their marketing expenditures.

We work closely with you to ensure your investment with us yields measurable results through targeted direct marketing and research services. Direct marketing is a discipline you can apply to all of your marketing to drive higher response from prospects and customers and measure these efforts.

Partner with DMS and we'll help you to uncover the right prospects, convert them to customers and build long-term relationships. Of equal importance, DMS will help you allocate your marketing budget to achieve added sales and loyalty from existing customers and improve customer retention. A small increase in customer retention can have a powerful impact on revenue. The first step in determining the strategies and tactics you need are just a consultation away.

Innovations in data and technology allow businesses of any size to develop profitable customer communications based on relevant, targeted segmentation in direct mail, email and online lead generation previously available only to large firms.

From sales force and distribution partners to direct mail and the Web, the choice of channels through which to market is critical. DMS will help you develop or refine you integrated marketing strategy and tactics with innovative and effective solutions to meet your marketing and sales challenges.

DMS is ready to handle your marketing initiatives from concept to completion. Our goal is to exceed your expectations making the development and execution of your marketing efforts flawless.



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Testimonials

"We're deploying our marketing dollars in a far more efficient way. DMS' insight has helped us focus on driving repeat business."

E.R. Butler
President
Edward R. Butler Co.
www.erbutler.com

"DMS introduced us to the list marketplace and their copywriting services have had a dramatic, positive impact on our business."

Patrick Ewald
Epic Pictures Group Inc.
www.epic-pictures.com

"DMS' recommendation that we focus our efforts on insert marketing was highly cost-effective and measurable."

Robert Russo
Loud Siren Identity Protection Network
www.loudsiren.com

"The 45-day return and other policies we adopted in 2006 which were advocated by DMS have been a key driver for sales on our website. We've also seen dramatic improvement in our email and mail campaigns."

Scott Lake
Owner
Aqua-Man Aquatic Service Inc.
www.aqua-man.com

About DMS

George Arden has been an independent direct marketing consultant since 2003. Prior to this he specialized in direct mail campaign planning and execution, primarily in the legal, group insurance and real estate industries. He was President of disability insurance direct mail marketer Physicians Planning Service Corp., Marketing Director at the National Law Center for Inter-American Free Trade and Product Marketing Manager at law.com.

He holds a Bachelor of Arts in History from Georgetown University in Washington, DC and a Master of Science in Direct Marketing with Distinction from Mercy College in New York.

At DMS, George Arden manages all client projects. A team of associates share his client commitment and have a broad range of experience and expertise in all marketing disciplines.

DMS is located in Tucson, AZ with a satellite office in New York, NY. Please contact us for references.

We welcome the opportunity to provide you with additional information or to discuss a specific project or opportunity.



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Some of the Services DMS Provides:

Complete Campaign Management - Planning, Testing & Execution

DMS can help you make the most of your next direct marketing campaign. Testing lists, offers and creative and measuring results are critical components to maximizing your marketing return on investment and positioning yourself for future success. Good campaigns focus on developing compelling and creative messages that generate expected, desired and measurable results.

Copywriting Services

Maximize the return on your direct mail investment with copywriting services utilizing proven direct response techniques.

Database Services/Marketing & CRM

Managing your customer data has never been more critical. Standardizing and updating your data, performing regular data hygiene, compiling transactional data and profiling customer data for apparent trends will ensure consistent marketing success and increase the value of your business. Market to specific demographics, lifestyles and identify profitable customer segments. Analytics are the key driver for marketing insight. Give your business access to one, consolidated universe of data across all marketing channels. Additionally, database-driven printing solutions provide cost-effective, customized and tailored marketing solutions. DMS will help you simplify the complex and increase your target marketing potential and profits.

Email Services/Marketing

Permission-based email Marketing is one answer to getting more out of your marketing budget. As a marketing channel it has distinct advantages. It's the most measurable channel providing the return on investment data to justify your expenditure and is also relatively low-cost. It is a retention tool allowing you to engage your most loyal customers, which are your most valuable asset, with highly targeted and relevant messages. It is ideal for driving online revenue, managing loyalty programs and customer service.

List & Data Management Services

DMS has expertise in the use of the latest postal list management programs. We can help you maintain your customer and prospect lists including National Change of Address Service (NCOA), eliminating duplicates and deceased individuals and more. We can help you add address, phone and email information to your database, as well as manage all other list processing needs.

List Research, Rental & Acquisition

DMS can help you access consumer and business data. The right list recommendations and testing are essential to the success of your campaigns.

Our services allow you to gain access to a wide variety of accurate, privacy-compliant, multi-sourced data from leading national list compilers. We can help you obtain consumer and business lists, with a variety of filters/selects. We can also source saturation/occupant, new homeowner/new move and a variety of specialty lists.

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Marketing Plans

Every company should have a business plan and a marketing plan. Without a marketing plan involving testing and measurement, a business cannot effectively allocate marketing expenditures. Unlike longer term strategic documents, marketing plans must be regularly revised based on past experience.

Marketing Media / Media Research and Planning

DMS will help you select the right marketing media and integrate these for maximum effectiveness and success. According to the Direct Marketing Association (DMA®), marketers typically use an average of 4 channels. You may need less or more.

- DMS can assist you with solo mailings, catalogs/
- multi-page mailers, free standing inserts/coupons,
- card decks, package/co-op inserts, publishing
- media, telemarketing, DRTV/radio and electronic
- commerce. Search marketing, social networking
- and video and campaign URL/PURL (personalized
- URLs).
- DMS has the depth of skills and understanding to
- deliver results in a cross-channel, integrated way
- for you and your business.

If you do not see a direct marketing service you are interested in listed here please contact us.

DMS can provide an affordable solution for your business.

After assessing your needs, DMS will prepare a detailed action plan, spelling out services to be provided, a timeline and an accurate estimate. During implementation, DMS will maintain close contact with and keep you apprised of the project's progress. When a project is complete, DMS will follow-up to provide service and answer any questions you may have.

We can work with your existing marketing team members, if you have these, thereby increasing their effectiveness. DMS develops strategies and recommends action plans as an external catalyst for organizational marketing change. We also offer complete marketing solutions for firms without the human resources to tackle these issues.

Our contact information:

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