

CEO DIRECT MARKETING SERVICES

*will help you start or improve
your direct marketing program,
resulting in increased sales,
higher sales force productivity,
lower promotional costs,
and a positive return on
your marketing investment.*

**"WE'VE TESTED OTHER SALES LEAD
GENERATION SOURCES AND
CEO DIRECT MARKETING SERVICES'
PROGRAMS HAVE CONSISTENTLY
PROVIDED US WITH STRONG
QUALIFIED LEADS OVER THE YEARS."**

VICE PRESIDENT, MARKETING

Business Services Provider

*In addition, significant
long-term value from
improved customer relationships
will be realized, helping
your company achieve
its growth and profitability goals
quickly and efficiently.*

CLIFFORD E. O'BRIEN

Clifford E. O'Brien has over 25 years of marketing experience with a number of enterprise organizations and direct marketing agencies. He has successfully managed the development and execution of many direct marketing programs ranging from highly targeted high-tech business-to-business lead generation campaigns to high volume business-to-consumer sales campaigns, often integrating direct mail, telemarketing, print advertising, e-mail, the internet, and other channels.

Early in his career, he worked for two of the largest consumer direct marketing companies in the world, Doubleday Book Clubs and Publishers Clearing House. Experience with these organizations is considered by the direct marketing industry to be the best "basic training" available, providing the fundamental consumer communications and financial concepts that are critical to developing effective, efficient business-to-business direct marketing campaigns.

As Senior Director of Client Services for one of the largest Teleservices agencies in the world, he successfully managed staff in creating over 250 direct marketing campaigns for 46 clients over a seven-year period.

As Direct Marketing Manager for a high-tech Fortune 500 company, he consistently created and executed breakthrough lead generation campaigns for a variety of products and services in different markets.

As Project Leader for a Sales Force Automation project at a medium sized high-tech company, he worked with internal management, outside consultants and vendors in designing and implementing an international strategic marketing database system. The system was implemented quickly and under budget, unusual because the success rate for implementation of these systems is only 35% due to complex organizational, technical, and cultural issues. The system helped the organization grow 500% in four years at an improved profit margin and was the subject of a feature article in *World Trade Magazine*.

At CEO Direct Marketing Services Direct Cliff helps businesses sell their products and services to other businesses and achieve their growth and profitability goals by including proven direct marketing techniques in their marketing communications mix.

Cliff has a BSBA in Marketing from Boston College and an MBA in Finance from Suffolk University. He is the author of the newly published guide, *Improving Your Business-To-Business Direct Marketing*.



Improving Your B2B Direct Marketing
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Improving Your **BUSINESS-TO-BUSINESS DIRECT MARKETING**

Strategic Planning & Customer Profile Research
Campaign Planning & Management
Media Analysis & Recommendations
Financial Analysis of Direct Marketing Campaigns
Post Campaign Analysis



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SERVICES

- ▶ **Strategic Planning**
Use of Direct Marketing in the Marketing Mix
- ▶ **Customer Profile Research**
Analysis of Target Market
- ▶ **Campaign Planning**
Brainstorming and Concept Creation Process
- ▶ **Campaign Components**
Evaluation of Lists, Offers, Formats, Media
- ▶ **Campaign Management**
Execution and Tracking of Campaigns
- ▶ **Vendor Management**
Guidance and Assistance in Managing Vendors
- ▶ **Media Analysis and Recommendations**
Channel Integration and Timing
- ▶ **Financial Analysis of Direct Marketing Campaigns**
Return on Investment
- ▶ **Post Campaign Analysis**
Understanding of Successes/Failures
- ▶ **Corporate and Product Branding**
- ▶ **Interactive Marketing**

UNIQUE VALUE FOR CLIENTS

- ▶ **Highly Responsive Customized Service**
- ▶ **Specialization in Serving**
Small and Medium Sized Businesses
- ▶ **Business-to-Business Integrated**
Direct Marketing Expertise
- ▶ **Broad Experience with High Value Products**
- ▶ **Proven Highly Efficient Direct Mail**
Creative Format
- ▶ **Guaranteed Response Rate Program**
- ▶ **Pay For Performance Plan**

DIRECT MARKETING RESEARCH

Research shows that many companies are reallocating a significant percentage of their marketing budget to direct marketing and are achieving a positive return on their investment. Last year, expenditures on passive promotional activities such as general advertising were reduced by 44% while spending on targeted direct marketing programs such as direct mail and telemarketing increased by 108%.

Integrated direct marketing programs using direct mail, telemarketing, and e-mail are penetrating new markets, shortening the sales cycle, and allowing sales forces to be more productive by focusing on closing new business and nurturing customer relationships.

GUARANTEED RESPONSE RATE PROGRAM

CEO Direct Marketing Services is unique in offering a Guaranteed Response Rate Program and a Pay for Performance Plan. Based on analysis of the product and market environment, CEO Direct will guarantee a certain response rate that will help ensure that your company achieves a positive return on your marketing investment.

If your company is already using direct mail, you benefit by trying this program as an alternative, testing its effectiveness against your standard package. Companies not using direct mail will benefit from this low risk test by determining how much direct mail will contribute to achieving their sales goals.

CAMPAIGN MANAGEMENT

Campaigns are developed and executed by Cliff O'Brien and his support team: campaign managers, list brokers, mail houses, graphic artists, copywriters, printers, telemarketing service bureaus, and database services companies.

FEE SCHEDULE

Consulting and project fees will be tailored to each client's specific needs and opportunities with no minimums. For direct mail lead generation campaigns, an option will be a guarantee of the industry norm response rate, and a fee for all leads delivered above that rate, our Pay for Performance Plan.

- ▶ **Direct Marketing Consulting**
Hourly, Daily, Weekly
- ▶ **Planning and Development**
Project Basis
- ▶ **Campaign Creation and Execution**
Project Basis
- ▶ **Vendor Management**
Project Basis

For State and federal contracting purposes, CEO Direct Marketing Services is registered as a SDVOSB (Service Disabled Veteran Owned Small Business).

UNDERSTANDING YOUR CUSTOMERS AND PROSPECTS, THEIR NEEDS, AND HOW THEY WANT TO RECEIVE INFORMATION IS KEY TO DEVELOPING MARKETING COMMUNICATIONS STRATEGIES. TARGETED TACTICS DELIVER A MESSAGE TO A SPECIFIC AUDIENCE, CREATE A DIALOGUE, FIND NEW BUSINESS OPPORTUNITIES, AND INCREASE REVENUE.