



321 W. Lake Street, Suite F
Elmhurst, Illinois 60126

P 630-782-9700

F 630-782-9710

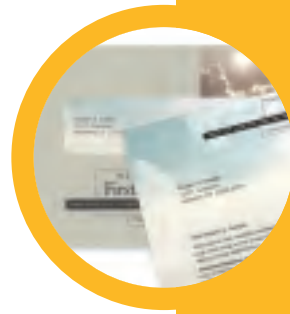
Marketing Strategies

Direct Mail

Web/Internet

Database

Production Management



YOUR LAST MAILING
WENT OUT ON TIME AND ON BUDGET.

But your results
are not everything
they could be.



YOUR WEBMASTER
GAVE YOUR SITE A HOT NEW LOOK.

But your Internet
sales and profits
are ice cold.



YOUR "ACTIVE CUSTOMER"
FILE IS IN THE THOUSANDS.

Including one-time
buyers who haven't
ordered in over a year.

So, what's the solution?

We have the direct marketing power tools to drive your business.


Success in today's marketplace requires constant management. Your customers are reacting daily to your messages, and to your competition's. With the Core Organization as your partner, your customers are managed individually according to their actions. Communications are directly related to your customers' account status.

To achieve these objectives, the Core provides you with an integrated array of services, along with an experienced team of direct marketing professionals.

- **Strategic Planning**
- **Market Research**
- **Database Design & Management**
- **Creative Development**
- **Account Services**
- **Production Management**

The Core brings a disciplined team approach to uncover new business opportunities for you.





*Good customers are hard to find...
harder still to keep.*

Introducing the Core Organization.

Since 1989, we have used our proprietary LifeCycle MarketingSM programs to help clients initiate and sustain the two-way communication which drives response and increases the bottom line profits that today's marketing environment demands.

LifeCycle MarketingSM identifies your best prospects, analyzes their profit potential and converts them to new customers... then uses a synchronized multimedia communications mix to drive buying behavior and maximize the lifetime value of their relationship with you.

Core solutions create exciting new opportunities for consumer and business-to-business clients. If you're facing your own unique challenges, contact the Core Organization today for a no-cost review of your marketing programs... and your own **LifeCycle MarketingSM solution.**

Ask yourself...

*Do you have the right marketing plan
in place to meet your goals?*

"I don't have time for advertising that doesn't tell me what I need to know."

"Make it easy for me to learn, shop and order... or I'll buy from someone else who does."

Your customers are calling the shots now.

They're shopping and buying when, where and how they want. And as brand loyalty gives way to purchasing convenience, it's no longer enough to offer the right products or services. You've got to be there at the right time, saying the right things throughout the buying process. If not, there's a gap in your communications stream, and your competitors are ready to step in.



Core Strategies:

Find out who's really buying—and put your resources where the action is.

Who's really buying from you? And how often? The answers to these questions can make all the difference in how you allocate your marketing dollars. At the Core, we take a hard look at your customer activity data to sharpen the definition of "active" and find out what they really mean to your business. Then we develop programs that deliver highly relevant offers and messages to active customers, while targeting inactives and prospects with appropriate communications to move them into the active file.

- **Evaluation of current customer files and activity**
- **Development of a true marketing database**
- **Customer and prospect file segmentation**
- **Modeling to identify which prospects are most likely to become active customers**
- **Response tracking and analysis for future program refinement**

If you're mailing based on a calendar, stop! Start mailing based on your customers' buying cycle.

Ask yourself...

Do you have a marketing database?

How do you define an active customer?

Do you know how often your customers buy?

“Dear Valued Customer?’ I think I bought from you once, about a year ago.”

“In fact, since then I’ve been ordering from your main competitor every six weeks or so.”

Most of your “active” customers... aren’t.

Your active customer file is among your most valuable marketing assets. These are the people who inspired the “80/20” rule: they buy more, buy more often, and contribute the most to your bottom line. True active customers are pure gold—and you probably have far fewer of them than you think. Find out who these frequent buyers are and you can reward them for their loyalty, increase their profitability dramatically... and stop wasting money on people you’ll never hear from again.



Core Strategies:

Clear, targeted messages at key points in the customer life cycle.

At the Core Organization, we see every prospect, every customer contact and every mailing—traditional or electronic—as part of a larger, ongoing LifeCycle MarketingSM communications stream. Our creative not only compels immediate action, but also supports your ongoing brand building and customer relationship development objectives. The focus is always on results: clear, concise messaging, with an offer-driven call to action.

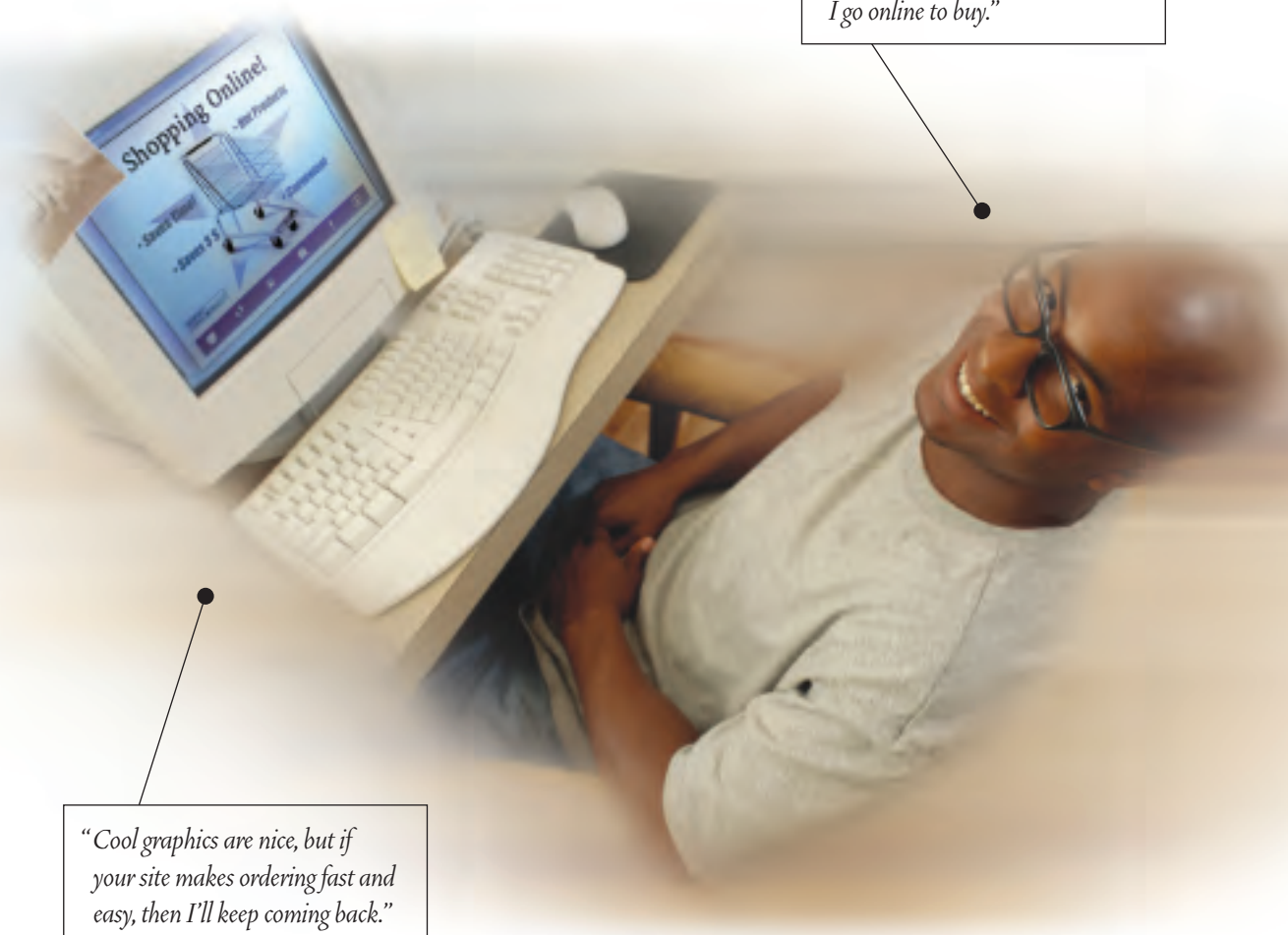
- **Identifying and acquiring additional profitable customers**
- **Turning new customers into active buyers**
- **Retaining current customers and enhancing your relationships**
- **Trigger MarketingSM programs to create action at key points in the customer life cycle**
- **Reactivating former customers**

Ask yourself...

What is your cost per customer acquired?

What is your cost to retain a customer?

Do you have a customer segmentation strategy?



*"Surfing is for teenagers and techies.
I go online to buy."*

*"Cool graphics are nice, but if
your site makes ordering fast and
easy, then I'll keep coming back."*

Your web site does it all—except make money.

The Internet has arrived as a consumer and B2B marketing channel. So, when are the sales and profits going to show up? While marketers have invested time and money to make their web sites visually exciting and interactive, their sales functionality and profitability is often all but ignored. You can have it both ways—but understanding that the web is just part of a total direct marketing communications program is the key.



Core Strategies:

Innovative strategies to drive site traffic and build web sales and profits.

“If I build it, they will come” works fine in the movies. But in the hardball world of web marketing, what you do after you create your site is more important to your success. At the Core, we not only build powerful web sites, we develop total Internet marketing strategies by working from the outside in. With traditional and electronic traffic generation programs, we’ll drive prospects and customers to your site, ready to buy.

- **Current site functionality evaluation**
- **Site revamping and new site development**
- **Promotional sub-sites that serve as focused points of entry to your main site**
- **Offer-driven e-mail, hot-linked to create immediate response**
- **Integrated direct mail and other media to drive online traffic**

Ask yourself...

Is your web site generating revenue?

What percentage of sales come from your web site?

Do you use “sub-sites” to increase sales?

We'll help you find the right answers.

One thing is clear, business as usual isn't going to keep you ahead of the competition any more.

Solutions demand that you know the competition. Respond to changing market forces proactively.

Are you ready to change? Start by considering a different kind of direct marketing agency.

The Core's success plan:

- 1 Review and report**
your current account status accurately.
- 2 Develop a strategic plan**
to increase your daily revenue.
- 3 Develop an acquisition strategy**
to minimize cost per new account.
- 4 Develop a marketing database**
with the Core's LifeCycle MarketingSM to communicate with your new and existing customers strategically.
- 5 Increase your response**
and maximize profits for your organization.

- To insure your success call **630-782-9700**

for a different perspective on your marketing programs – and a profitable Core Organization solution.



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www.coreorg.com