

Smart Marketing for
both sides of your job.

Creative

Analytic



Creative

It all starts with your customers or prospects... understanding what they want and then delivering it... with finely tuned messages at exactly the right point in time.

Analytic

Making the most of every aspect of every campaign, from strategic planning to audience selection to delivery and post-analysis.

At Beasley Direct Marketing, direct is all we do.

Whether it's email, web pages, search, collateral, print, direct mail, or all of the above, we never let a project leave our premises without making sure it has the elements in place to get the desired audience to respond. That means a clear offer, persuasively presented, that fits the needs of your target prospect like a glove.

There's more. At every stage of the communications process we work to OPTIMIZE your customer acquisitions or your lead flow. You get not only a high volume of responses, but responses that are high in quality because responders are predisposed to be interested in your product or service. And we continue to burnish the quality of these responses with appropriate nurturing touches.



With this obsessive attention to quality, you get more than an effective campaign. You also get value through highly efficient targeting that's virtually without waste. That can bring your cost down because, with better leads or higher value customers, you may not need to acquire as many of them. Conversely, with better quality customers or prospects you may be able to justify spending more up front to attract more of them.

The best responses at the best price. It's a winning combination which has brought us steady (now accelerating) growth for nearly two decades. Contact us at info@beasleydirect.com and let's talk about how we can win together.



Beasley Direct: Smart Marketing for both sides of your job

Creative

Email Marketing Email is today's universal direct response medium. Yet email is fraught with challenges—from the need to get a prospect's attention before they hit the delete button, to the threat of getting caught in spam filters, to the risk of alienating your audience with messages that aren't giving them what they want in terms of offer, personalization or frequency.

Understand all these challenges, and you'll consistently beat the competition in head-to-head testing—with hard-hitting emails that look good, read well, take advantage of the technology and get results. And that's how we do email at Beasley Direct.

Direct Mail Marketing There's still no substitute for the impact of a direct mail package. It offers more real estate to make your selling point, and the opportunity to design your components for maximum interaction. That's why, at the end of the day, direct mail often produces the best ROI in spite of its higher cost.

At Beasley Direct, direct mail is a skill we honed long before the advent of electronic media—and we continue to deliver breakthrough results for our clients. You can also count on us to monitor your campaign all the way to the mailbox, thanks to high print standards and data control through a proprietary, multi-step print vendor cross-checking process.

Search Marketing Your lowest cost leads will likely come from your search marketing efforts—if you've optimized your site and planned your search efforts to attract web users at that ideal moment when they're looking for exactly what you have to offer them.

For organic search, both absolute and relative rankings on key search terms can be greatly improved with our approach to effective search engine marketing and website effectiveness. In pay-per click, we'll fine-tune your keyword selection to ensure that only the most qualified prospects see your web ads—so you don't pay for traffic that is unlikely to convert to business. In many cases these will be words your competitors are not using—which means you pay less!

Print Advertising Today, nearly every print advertisement is a "direct response ad" because it includes a web address. Yet ads that are designed by general agencies may employ few of the tactics required to get attention, present an attractive offer, and make the reader understand that action is required.

None of the above has to be done at the expense of your brand image, by the way! That may be why Beasley Direct is often asked to partner with general agencies and produce direct response ads that are still true to brand platforms as well as copy and graphics standards.

Collateral and White Papers We're a direct response agency... but what about actions where no immediate action is required, such as a collateral brochure or white paper? We believe these are still direct response situations—because there is always a desired result from the person reading your collateral.

Maybe you want them to understand technical issues so they don't make an expensive call for live help. Maybe you want to improve your close rate by supporting the sales argument after the salesperson is gone. That's direct response—and that's why, when asked to execute a collateral assignment, we always make it work harder by layering on our specialized expertise.

Internet Advertising Banners and other forms of Internet advertising build your brand along



Our "Roxy" campaign featured a clueless internet user who's "about to bring your network to its knees" because she doesn't follow security precautions. She brought record clickthroughs and ROI for SurfControl as many viewed demos and bought additional products.

with the direct response element, and in some instances they are the only way to reach highly targeted online audiences. Those factors can make Internet advertising an excellent media decision—as long as you carefully manage both your creative and your ad placement to make your dollars work as hard as possible.

At Beasley Direct, we've designed freestanding banner campaigns and also executed banners that support other media, such as email. We're experienced at mapping media management aspects—schedule, timing, availability—to our clients' budgets. It's typical that you'll want more exposure than your budget can support; we'll make your ads and your schedule work hard to achieve your lead goals.

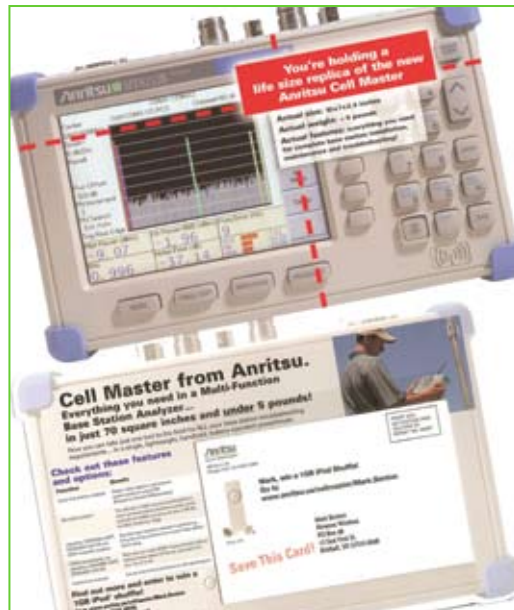
Offer Design In many cases the offer is an afterthought, a call to action tacked on when the promotion's about to go out the door and somebody notices there's no compelling reason to respond NOW. And if an email or direct mail piece is put aside for later, most likely it will be history.

We think differently at Beasley Direct. Offer design is an integral part of our marketing strategy for our clients, and we'll often research, or even create, offers to meet the objectives of a specific campaign. We can also manage delivery of your premiums, to make sure your campaign runs cleanly and continues to sell hard all the way through the fulfillment process.

Analytic

Email Deliverability Audits Every email message that fails to get through to its intended recipient is a lost opportunity. One of the biggest causes: the proliferation of spam filters, which trap as much as 14-25% percent of email broadcast for legitimate marketing purposes.

Our affordable email deliverability audit service is the solution. Ask us to review and test your next email campaign before you send it out, and you may be able to improve deliverability 10-15% or more. Costs are reasonable and turnaround time is



Anritsu's CellMaster provides the functionality of a 40 lb. instrument as a handheld alternative about the size of a sheet of paper. We dramatized this benefit with a life size cutout for direct mail and trade inserts. For a budget under \$100,000, our client enjoyed incremental sales of \$1.5 million.

as short as two days, making this an excellent way to sample the services of Beasley Direct.

Lead Optimization For sales organizations, responses from your direct mail, email or other direct response campaign are just the tip of the iceberg. Through lead optimization, Beasley Direct can fill the pipeline with many more qualified leads... including both qualified prospects who did not respond in the first place, and those who responded but need additional "touches" before they graduate from warm to hot.

We use on-demand email tools to keep in touch with prospects through highly granular communications that are also easy to manage. Then we layer on telephone contacts from highly trained reps who nurture prospects instead of

alienate them, with contacts that appeal to their specific needs and are presented respectfully. It's a winning combination that has produced ROIs as high as 600%.

CRM System Integration Capturing a lead or response is just the first step. If your organization is typical, you'll feed this information into Salesforce.com or another CRM system in order to track every interaction between the customer or prospect and the company. And you may be feeling frustration because the technical aspects of a CRM system are hardly user-friendly.

Beasley Direct offers consulting and support to help alleviate these frustrations and get the productivity you need from your CRM system. Including lead mapping, report design and generation and lead assignment rules and queues. That insures a steady flow of relevant leads, with far fewer hassles for you.

Web Microsite Hosting The good news: your campaign is about to generate unprecedented traffic to your website. The bad news: much of that traffic won't be captured because your IT department is unable (or simply too busy) to match the database parameters of your CRM or lead management applications.

There's a very easy way to make sure this scenario never happens... simply ask Beasley Direct to host your microsite and other pages related to your marketing campaign. That means far

“Our company went from a one person marketing team with no budget to a 5 person marketing team with significant challenges and opportunities. We needed to prove ourselves fast. Beasley Direct helped us put an email infrastructure in place, consolidate our databases, set up registration pages, and launch initial campaigns in a matter of weeks. They handle everything from campaign development to the tactical integrations with Salesforce.com, which is a godsend for a small growing company. They challenge you and ask the right questions to ensure you hit your mark and get results.”

Maria Ross,
Director Corporate Marketing,
Savvion Corp

less workload for your IT department, coupled with far more complete and accurate tracking for you. And when you need to review or analyze your responses, a password-protected portal gives you instant access to the details.

Database Maintenance and Management

Your customer and prospect database is one of the most valuable assets of your business. Yet many companies are at a disadvantage because critical records reside in multiple databases, and in different formats. As a result, hard-won customers are neglected while sales goes begging for leads.

Beasley Direct has the technical expertise to assist you—whether it’s a legacy database that needs to be converted, or multiple records that must be normalized. We can also append other data as required, such as phone numbers or SIC codes, and maintain your database once it’s scrubbed. And a much asked for service: Identify key decision makers within companies using a combination of database matching and telemarketing.

Email and Postal List Acquisition “Can you help us find lists?” We’re glad when a client asks us this question because we know that one of the most important aspects of any campaign—selecting the audience—is going to get all the attention it’s due. No matter how carefully crafted the creative,

without the right lists your message will fall on deaf ears. Ask Beasley Direct to do your list work and you’ll save time and frustration with just one contact point for all orders, placements and bill processing for both domestic and international lists. And before we release your email creative to any list owner, you can bet we’ve run it through our own proprietary spam filter testing lab and corrected any issues BEFORE it gets transmitted. That’s something no list broker will do for you—but at Beasley Direct, when you rent lists you’re paying for results.

Internationalization and Localization Services

In a global marketplace, campaigns created in the home country often must be translated for other countries with differing languages and dialects. This poses a variety of challenges, from retaining the essence of your creative message to keeping up with local regulations to avoiding technical problems when using non-roman characters in electronic media.

Rely on our experience with international marketing for more than 16 years, translating direct mail, email and web pages into German, Portuguese, Italian, French, Korean, Japanese, Simplified Chinese and Traditional Chinese. We can also set up landing pages that capture data in whatever language the user is comfortable with, so technology doesn’t get in the way of lead capture.

And now it’s your turn.

Tell us what Beasley Direct can do to make your job easier and grow your business through direct marketing.

Call (408) 782-0046 and hit extension 21 for Laurie Beasley.

Or email info@beasleydirect.com



"5 years ago we were throwing spaghetti against the wall in our direct marketing campaigns and not even knowing which wall we hit. I learned from Beasley Direct how to do these campaigns and they've also trained my whole staff. The difference today is how I'm able to justify my existence to my company. They've even increased my budget to make me more effective. That's pretty powerful."

Katherine Van Diepen
Director of Marketing, Anritsu USA

"When I joined my company we didn't have a lot of marketing resources. Beasley Direct offered us turnaround time and resources we just didn't have in house. They also provided ingenious ideas that have really paid off in our last two campaigns. Now sales just says, 'whatever you did in those last two campaigns... just repeat it, you've got it figured out.'"

Julie Leo
Software Company Marketing Manager

Partial Client List:

3-COM	Legato Systems
Adaptec	Logitech
Adobe Systems, Inc.	MarkLogic Corporation
Alpine Electronics	Netflix
Anritsu	PayCycle
Apple	Peachtree Software
Astoria Software	PeopleSoft
Borland International	PhotoAccess.com
Business Objects	Plantronics
Day-Timer, Inc.	Platinum Software
EMC	Roxio
Documentum	Savvion
GE Financial Assurance	Siemens
GoodMail	Signature Wines
GuidedChoice	Sun Microsystems
HomeGain	SurfControl
Immersion	Symantec
Informatica	Symyx
Ingersoll-Rand Corporation	Triad Systems
Intel Corporation	WebEx Communications
IntelliSeek.com	Wells Fargo
Intuit	

Awards:

Caples
Summit
MarCom Creative Award
Echo Leader
Golden Pyramid
Pioneer
Communicator
Echo Finalist

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