



Multi-Channel Solutions

DirectConnectGroup

Communicate with your customers efficiently and effectively.

DirectConnectGroup (DCG) can help you identify and build integrated marketing programs that reach your customers in the ways they'll best respond. Today's wide variety of communications channels includes traditional methods - mainly print and broadcast - plus an expanding group of alternative channels, such as:

- Direct mail
- Email technologies
- Automated voice programs
- Fax technologies
- E-invoicing or e-statements
- SMS/PDA wireless technologies
- Campaign management
- Video, CD-ROM, DVD and Internet communications

DCG has expertise and experience in all of them.

Let us help you define and manage your target audience, in accordance with anti-spam and privacy laws - even create the communications piece itself, in-line with your company's established brand. We ensure your message reaches your audience with a consistent, powerful look and feel, and track the results for you.



Customized solutions to fit your needs.

Research studies confirm that multi-channel solutions (mixing print, direct mail, e-messaging, etc.) increase sales margins year over year. We'll work closely with you to create a customized program - from end-user literature or premium fulfillment, to personalized one-to-one marketing campaigns, to complicated customer loyalty and retention programs. At DCG, we make sure you make the best use of your marketing dollars.

DirectConnectGroup : Producing, Protecting, and Delivering Your Brand
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