



Virtual Resource Center

Direct**Connect**Group

Finally! An online tool that centralizes all your marketing activities.

DirectConnectGroup (DCG) knows how crucial your brand identity and integrity is to your business. We are experts at helping our clients produce, protect and deliver their brand. DCG has developed an Internet based solution that centralizes all your marketing activities and helps you manage your brand effectively.

Less people, less resources, less budget. The Virtual Resource Center (VRC) helps companies become more efficient and productive. The VRC allows you to control critical brand elements, while empowering sales, distribution and channel partners to become more engaged in the marketing process.



Password protected, user defined, scalable.

The VRC is completely customizable to include your company's brand elements. Our programmers will work with you to ensure your brand integrity is intact with each and every message delivered.

This is a scalable solution that can grow as your marketing needs increase. DCG currently offers four dynamic modules. Choose one, two or choose them all.

Virtual Business Center – Customize and personalize business cards, stationery and premium items. This online storefront lets your field personnel easily prepare for industry events and customer visits.

Virtual Fulfillment Center – Manage, order and track marketing inventories. Orders are placed and shipped accurately and on time. Customized reporting is standard with every offering.

Virtual Sales Center – Create personalized, electronic messages in a branded email format. Attach PDFs, web links, even images for an instant, professional response to prospects and customers.

Virtual Print On Demand – Create customized marketing materials on the spot. Personalize templates and print the quantity you want, when you want it.

Studies show that a more targeted message helps drive sales. Use the VRC to help your company create customized, 1:1 marketing messages, while increasing speed to market.

- Keep your brand integrity intact with each and every transaction
- Enable field representatives to immediately respond to client-prospect questions or interests
- Define password accessibility, which determines the user level
- Help manage your brand while providing a variety of marketing materials to the field
- Build and customize marketing products to help target customers and prospects
- Facilitate distribution of your marketing materials
- Leverage alternative channels to distribute materials
- View reporting to help determine impact and help build ROI

Your brand is your company's most valuable asset. Let DCG simplify the management of your marketing materials, while protecting your valuable brand. Ask to see a complete Virtual Resource Center demonstration today.

DirectConnectGroup : Producing, Protecting, and Delivering Your Brand
Visit Us Today At www.directconnectgroup.com