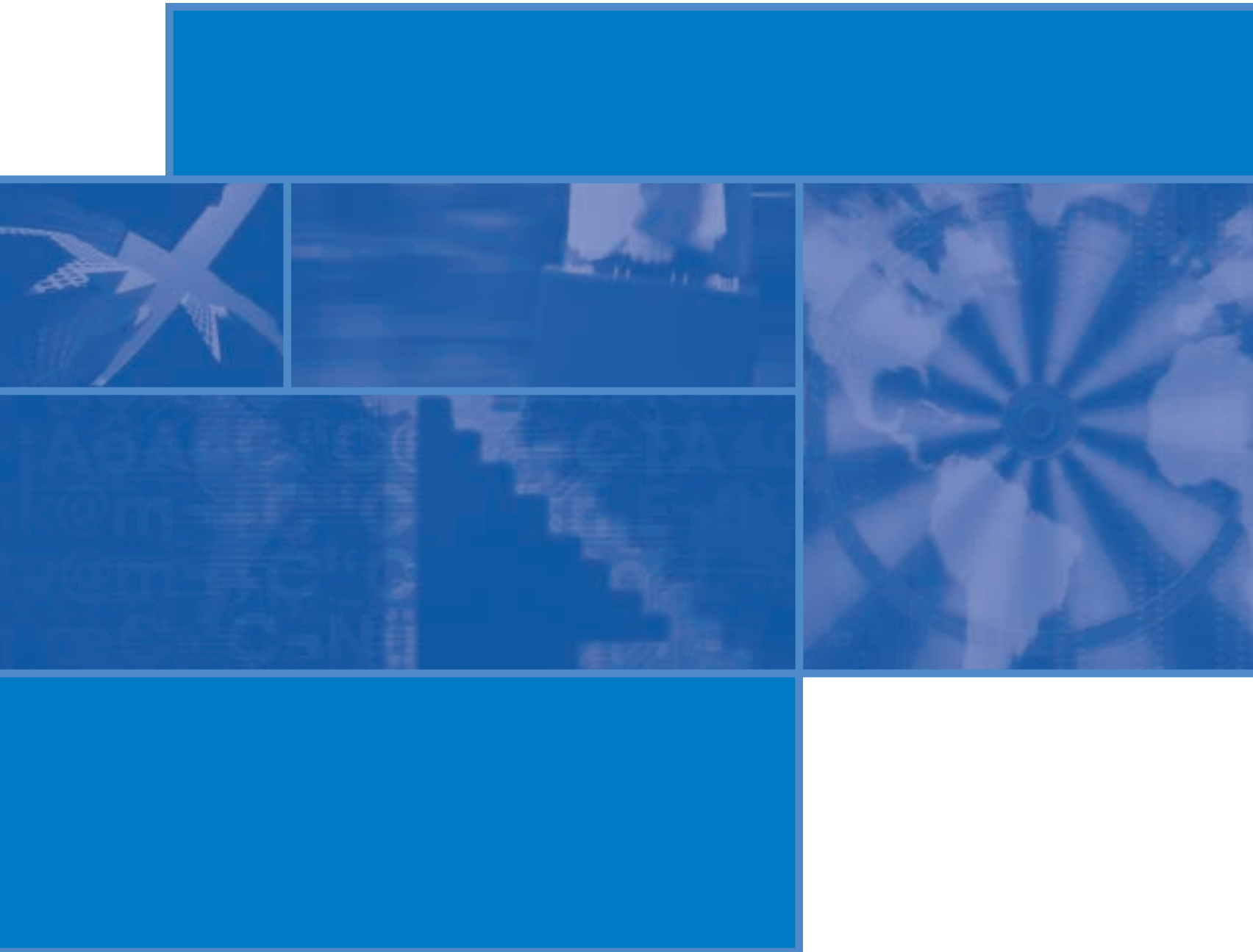


# GlobalDirect

MARKETING





## Teaming up with business to better manage customer relationships

Global Direct Marketing is in business to help companies build the value—and profitability—of their customer relationships through the technology and tools of direct marketing.

We offer a full portfolio of direct marketing planning and management services, but clients know us best as a think tank. As a strategic thinker and doer, we collect, analyze and synthesize data and deliver high-value information which helps our clients win, keep and service customers in ways that make their relationship profitable and sustainable.

We play an important two-dimensional role for our clients. As an outsource specialist in customer relationship management (CRM), we complement their in-house marketing function and capabilities. We act as an extension of their



"Companies that have invested in managing and improving data quality can clearly cite the tangible and intangible benefits of doing so."

-The Data Warehousing Institute (TDWI)

internal staff by developing and managing state-of-the-art, event-driven CRM programs or by helping them manage internally-developed programs and projects.

As a totally independent resource we are "output neutral." Uncommitted to any one direct marketing discipline, technology, resource or partner, we are free to customize quantifiable solutions and use whatever resources that can best serve each client's specific CRM needs.

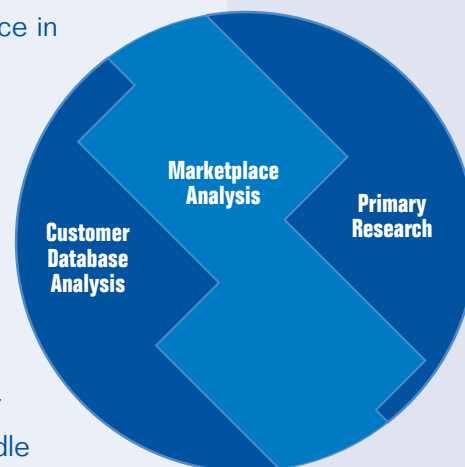


## **In-depth industry & technical knowledge**

We operate on the principle that the more we know about an industry or market, the better we can use that information as a resource to benefit our clients.

Over the last 20 years, GlobalDirect President and CEO Curt Byerley has established a solid track record of experience in developing, implementing, managing and measuring the success of target-marketing-based CRM programs for companies in worldwide consumer and business-to-business markets ranging from telecommunications, technology and cable to retail, travel, healthcare, insurance, banking and financial services, pharmaceutical and others.

Nothing can surprise us at GlobalDirect. We rely on our breadth and depth of experience and knowledge to handle every conceivable kind of CRM problem so that we can successfully deliver programs that are strategically on target, recognizing that every client is distinct, important and different from all other companies we do business with.



"The reasons for poor success rates in CRM are varied. Setting inadequate planning objectives, having inaccurate or incomplete looks at data and biting off more than you can chew typically de-rail the undertaking. Taking it in bite-size chunks and planning for future flexibility will help ensure longevity and reap maximum value from your CRM investment."

-Curt Byerley  
President, GlobalDirect Marketing

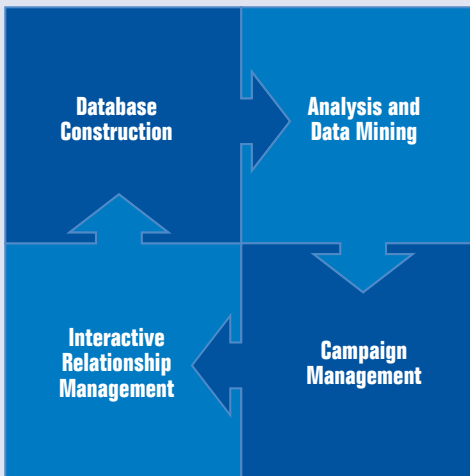
## Customized solutions

Our understanding of the client's business, combined with our independent planning, enables us to craft one-of-a-kind solutions for client goals and to deliver measurable results based on those goals.

As the graphs on these pages show, we start with a high-level, strategic arsenal of planning weapons and detail our way through the full range of tactical target marketing tools and services, everything from database and marketplace analysis to customer profiling and data modeling, database design, database development and administration, program and relationship management, inbound/outbound telemarketing, sales lead management, e-mail and e-care programs, print on demand, website design and management, sampling, fulfillment and many more.

We go far beyond the typical direct marketing service provider or consultant who, locked into a specific software, technology or knowledge base, can only recommend a solution using that software, technology or knowledge.

There are no such boundaries on a strategy devised by GlobalDirect. We independently choose those tools—and only those tools—capable of producing the results our client expects. Our only requirement is that a solution we recommend to a client must, in fact, succeed for that client.



"We do not adopt the industry practice of separating content and intent from execution. We are responsible for both."

-Curt Byerley

President, GlobalDirect Marketing

## Strategic Alliances with direct-marketing resources

We have always aligned ourselves with valued direct marketing partners who are, first and foremost, capable of meeting their commitments as well as flexible in the way they work.

We leverage our strong relationships with them by venturing beyond conventional solutions so that we can offer clients a choice of alternatives and help them select the solutions and services best-suited to their individual requirements.



## **Responsive client support**

Most CRM activities and programs are event-driven, so we at GlobalDirect work in a fast-paced, proactive business environment where quality solutions and responsive service—with timely delivery of both—are the rule rather than the exception.

We go the extra mile to give clients information unavailable from any other source, including internal sources. As we capture and analyze data during various customer-facing business processes, for example, we typically extract historical and trend information our clients can then leverage to build customer loyalty, convert prospects to buyers and ultimately generate new sales.

## **Price-competitive & cost-effective**

We work with clients to understand their individual problem or needs in the area of customer acquisition, loyalty, retention, service and profitability, and together we define a quantifiable program goal and schedule.

GlobalDirect devises the target marketing strategy and tactics to reach that goal. We also leverage our long-standing relationships with our partners so that we can provide the client with the most advantageous pricing possible.

Then we manage the client's program through implementation, quantifying our results and success at the end. By designing and managing a campaign of activities aimed precisely at the target CRM goal, we are able to produce specific, measurable results that often exceed expectations, thus maximizing the client's marketing budget.



## **Business solutions focused on our customers' customers**

Global Direct Marketing helps clients succeed by delivering high-value, direct marketing business solutions that solve complex CRM problems. Our knowledge- and experience-based corporate strengths are unmatched by any other company in our field.

These skills enable us to deliver on-target, customized and cost-effective CRM with high-quality, responsive program administration. Which, in turn, enables our clients to optimize customer relationships and make the best use of corporate time, budget dollars and market opportunity.

**For more information and help in getting greater value out of  
your CRM activities, call Global Direct Marketing at 856.427.4447.**

## **Informative seminars**

By request we develop and conduct seminars tailored to the issues and needs of a client and its customers, presenting information valuable to the company's business and bottom line.





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229 Kings Highway ▪ Haddonfield, New Jersey 08033

phone 856.427.4447 ▪ fax 856.427.4283

[www.globalmarcom.com](http://www.globalmarcom.com)