

With so many tasks to consider...



...sometimes a bit of extra help
is all you need!

- Customer profiles to complete
- Segmentation to evaluate
- Data to clean
- Lists to consider
- Budgets to agree with the boss
- Copy to write
- Creative to plan etc, etc

...and that's just the mailing!

Is this the kind of service you demand from your marketing communications company?

“Some days you simply need someone that you can trust to pick up a brief, take it away and then come back to you when it's complete, completed to the standard you expect, at the speed your industry demands and at a price that makes sense.

Over the last few years, Genesis DM has always got the job done for us; in the face of many challenges that other suppliers have simply failed to overcome. They don't bore me with the how; they instead choose to reassure me with the when. No matter what I throw at them and how I throw it, they catch it and they throw it back to me once it's done. They're never late, they never deliver anything below standard and they never fail to hit the mark.

Marketing Manager - Digital Telecommunications

Let's see if you're ready for us to drop into your business too by answering 'YES' to any of the following questions...



1 Resource - Does your business have a dedicated marketing department that's great at strategy but would really benefit from a supplier who understands the most efficient way to communicate?

You could be lucky enough to have a dedicated team of marketers who may be well versed in strategy from analysis to planning but have not developed the best relationships for implementation. Here Genesis DM has helped some of the most recognisable brands in the UK. Major banks, building societies, hotels, travel operators, universities and publishers have all benefited from our resources.

2 Time - Does your business sometimes struggle to produce even the simplest of campaigns within budget and on time?

We consistently meet our client objectives on budget and campaign delivery, quite often making the seemingly impossible possible. How can we claim this? Simply because we've built up a tremendous list of associated partners who see value in a shared relationship, companies who work solely within the trade who value the relationship they have built over time with Genesis DM.

3 Skill - Does your business lack sufficient insight into the potentially complex world of marketing?

There are many companies who see marketing solely as the final communication, simply the act of writing a letter, printing a brochure or producing an advert, but without any detailed logic behind it then it's likely to yield poor results. If your business doesn't know how to get the best out of its data then we help you with your pre-planning and feasibility.

When Genesis DM approached me 4 years ago I was absolutely confident after my early discussions with them that they wouldn't let me down, and they haven't. They've provided me with a range of skills and understanding and a truly customer centric approach, nothing is too much trouble.

Consequently I'm pleased to say that I've been more than satisfied with the way they support our business.

Circulations Director - Publishing

Still not sure in which particular areas we can help to support your business?

Here's just a few of many examples that we've developed with our clients.

Hotel, Spa & Management Training Centre

The clients aim was to drive sales of spa and beauty products over a designated period. A direct mail campaign was launched utilising a redemption card that provided reductions across the range of products available, this was reinforced using sales promotion to enhance the value of the offer. The net effect was a three fold increase in sales over the same period last year.

Regional Newspapers

It's particularly difficult for newspapers to identify who readers are due to the 'casual' way in which most papers are generally purchased. Consequently GDM worked with the titles to develop a campaign that would eventually capture hard copy data from a series of promotions run either off the page or as responses to a direct mail campaign. Analysis was used to identify those regular readers and offer them a subscription method of payment building the relationship directly with the titles.

Telecommunications

An extended range of accessory products were deemed a sensible way of providing 'link' sales to an existing product range. The products were imported but the manufacturers packaging was considered to be inappropriate. GDM was enlisted to deliver cost effective replacement packaging that improved the perceived quality and visibility of the brand. The launch date had been notified to the dealer network for some time but despite the timescales being exceptionally tight the launch wasn't compromised in any way.

Trade Publisher

A monthly periodical was suffering as a result of the communication chain being too long to deliver the title to market. GDM streamlined the process and took control from the previous incumbent. The campaign has rolled out on time every month since GDM was awarded the contract.





...developing marketing solutions together

Call us **today** on **01788 815327** or alternatively e-mail us at sales@genesisdm.co.uk for an informal discussion on how we may specifically help you!

www.genesisdm.co.uk

