

What you gain by calling me...

Escape From Marketing Mediocrity

Here are the results I achieved within ninety days:

- 1) Developed an overall sales and marketing strategy and plan
- 2) Interviewed, hired and trained Business Development Specialists (BDS)
- 3) Set up BDS computer workstation, integrating Web, e-mail, fax and print-on-demand
- 4) Wrote telephone script for cleansing databases of contacts and prospects
- 5) Implemented ACT! Contact Management and group calendaring
- 6) Constructed custom ACT! database and provided training
- 7) Devised sales prospecting process and wrote related documentation
- 8) Designed full-page color advertisement for Crain's Detroit Business Book of Lists
- 9) Searched and registered www.YourSmartOffice.com
- 10) Built new Website (including navigation, graphics and content, 17 pages)
- 11) Established new Website, e-mail and ColdFusion hosting service at \$20.00 per month
- 12) Set up three automated AOM™ e-mail campaign engines incorporating on-line databases
- 13) Built Intranet with links to AOM eForms (making adding contacts a breeze)
- 14) Created easy-to-use eForm for opting off AOM contacts
- 15) Launched hybrid direct marketing campaigns including database cleansing, telemarketing, cover letters, gift certificates, response forms and questionnaires

These nine marketing campaigns included:

- ▶ **H R Managers**, Working-from-home Campaign (AOM e-mail engine)
- ▶ **College Professors**, Home Office Promotion (AOM e-mail engine)
- ▶ **Business Journal**, Gift Certificate (database cleansing, direct mail, e-mail, fax)
- ▶ **Architects**, Lead Referral Program (database cleansing, direct mail, e-mail, fax)
- ▶ **Real Estate**, Lead Referral (database cleansing, direct mail, e-mail, fax)
- ▶ **Accountants**, Lead Referral (database cleansing, direct mail, e-mail, fax)
- ▶ **Computer Trainers**, Lead Referral (database cleansing, direct mail, e-mail, fax)
- ▶ **Insurance Brokers**, Lead Referral (database cleansing, direct mail, e-mail, fax)
- ▶ **Past Corporate Customers**, Loyalty Campaign (database cleansing, fax)

www.a2.com

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