# Information Package
## VDP Complete Direct Mail

# 2006

**VDP VDP COMPLETE™**
A PROGRAM BY JFM CONCEPTS

Direct mail & online marketing for about the same price as direct mail alone.

# 800.735.2578

# Introduction to the VDP Complete Program
## Information on the VDP Complete Marketing Methodology

## What is VDP Complete?

VDP Complete is our proprietary methodology and technology which combines VDP Mail and VDP Web personalized web pages into a complete prospecting program. VDP Complete captures and cultivates sales leads, building measurable results.

## What does VDP Mail include?

You receive a fixed price prospecting program in a box.

- Complete, turn key campaign that includes a detailed analysis to determine your best customer and prospect profile
- Expert marketing strategy development
- List procurement
- Direct mail design and copy
- Web addresses and landing pages customized individually for every prospect
- Online opt-in marketing tool that automatically populates prospect information
- Printing, postage, address sorting, and delivery
- Real time e-mail alerts and detailed campaign reporting

## What is VDP Complete methodology?

VDP Complete begins with a detailed analysis to determine who the best prospects for your business are. These candidates will receive personalized mail which is designed to quickly capture their attention and to visit a web page that is unique to them and features your existing website. Once there, the recipient can be made personalized offers and will find an automatically populated opt-in marketing solicitation. Your sales team receives a real time email alert each time that the web site has been visited, allowing you to follow up with them immediately.

## How is opt-in marketing incorporated?

When a prospect visits their personalized URL, a form is automatically populated that allows the visitor to join your marketing program, such as a club or newsletter with the click of a button. Because VDP Web has already identified the visitor, the signup form is already filled in, eliminating the need for them to type anything.

## Why are multiple mailings important?

In order to build brand awareness, enter the sales cycle at the right time, and capture current sales opportunities, it is critical for your message to be seen when the prospect is looking. By targeting only the best leads on an ongoing basis, you increase the chance of being in front of the customer when they are ready.

## How is VDP Complete different?

The latest technology allows multiple pieces of differing designs to be printed in any order and customized for each individual recipient. We can vary the colors, graphics, web page URL, and offer on a case-by-case basis. In this way, direct mail, the web, and opt-in marketing are combined in one turn key system. This targeted messaging improves response rates and increases Return on Investment (ROI) while keeping costs low.

## How much does VDP Complete cost?

The cost of a complete VDP Complete campaign (including analysis, list procurement, design, printing, postage, mailing, sorting, tracking, personalized web pages, the opt-in marketing platform, reporting, prospect information downloads, and email sales alerts) varies by volume from 64¢ to $1.79. The only other costs are the prices of appended mailing lists or any special art or graphics design you specify.

## Can I coordinate all my advertising?

Absolutely. We can work with all the partners in your marketing plan to bring maximum exposure and response to your message.

Contact us by calling 800.735.2578 or visit us at www.jfmconcepts.com to download this free guide:

*"The Latest in Direct Mail Marketing: Combining the power of variable data printing, opt-in marketing & the web"*

# Increasing Direct Mail Effectiveness
## Individual content.  Personalized web tracking. Opt-in marketing.

## The Right Message

New printing technology allows you to cost-effectively send multiple versions of the same mailing that are tailored to selected demographics of each recipient. Our detailed analysis allows the customer to be targeted with the right message.

## The Right Customer

The VDP Complete methodology begins with a complex and proprietary data analysis of current and potential customers.  The result of the review is a highly targeted list of recipients for individually customized direct mail campaigns.

## The Right Time

The VDP Complete methodology analyzes your sales cycle and creates a direct mail campaign to support it. Proper repetition is the key.  VDP Direct makes it cost effective to target both existing customers and prospects with custom mail pieces.

## VDP Complete Program Results

➢ Analyzes house file (database) for hidden opportunities based on key demographics
➢ Provides direct mail communications specifically tailored to each individual recipient based on key demographics
➢ Creates unique web pages (URL's) for each prospect that create improved response and an ideal platform for opt-in marketing
➢ Increases sales effectiveness, decreases effort, improved response rates and yields higher Returns on Investment (ROI) from the marketing budget

VDP Complete calculates accurate metrics that track not only sales from the campaign, but also which customers visited the website, even if they do not call, request information or opt-in.

*How certain are you that your direct mail piece is going to be the one that gets noticed?*

## VDP Complete Program Components

The staff at JFM Concepts is not comprised of consultants.  Our experts and partners will execute each step of the VDP Complete program.  Your marketing campaign can include all of the following components.

➢ Comprehensive needs analysis
➢ Detailed database review for identification of demographic information, existing sales opportunities, and additional information requirements
➢ New customer development process
➢ Coordinated direct campaign design and testing
➢ Graphic arts and message design and testing
➢ Special offer development design and testing
➢ Direct mail campaign execution
➢ Unique customer response tracking
➢ Customized customer web pages (unique URLs)
➢ Customized reporting and email alerts
➢ Automatically populated opt-in marketing forms

# Innovative VDP Mail & Lead Generation
## Direct mail is an old dog.  The time has come for new tricks.

## Introduction

You have just sent out a direct mail piece that highlights one your best offerings.   Web traffic and sales are up, but do you know how much of the response was from direct mail, the print ads you are currently running, or another marketing effort? What would happen to your marketing decision making if you could:

➢  Track what message motivated which customers to respond  at what time
➢  Determine which recipients were interested enough to follow a link to your website, but who never filled out an online form or placed an order
➢  Automatically trigger correspondence to recent web visitors

The innovative VDP Mail marketing methodology adds increased transparency and accountability to the formerly arcane art of marketing.

## VDP Mail Marketing

➢  Highly targeted recipients
➢  Message tailored to each individual prospect
➢  Customized art and design for each demographic
➢  Accurate response tracking by campaign – see trends early and respond quickly
➢  Ability to track leads that did not buy or request information with detailed reports
➢  Seamless web  and direct mail integration
➢  Recipient specific web pages with automatically populated opt-in marketing forms

## Traditional Marketing

➢  "Spray and pray"
➢  One message for all prospects
➢  One fit and feel for all recipients
➢  No reliable way to track responses based on each individual piece, so no way to judge success
➢  No way to track recipient interest unless there is a purchase or phone call made
➢  Limited or difficult multi-channel integration
➢  No specific web pages for each recipient

## Methodology

The VDP Complete methodology is a unique process that allows marketing efforts to target only the most likely candidates and to track both their interest and response.   Metrics determine which efforts are successful and resources can be directed toward the most effective campaigns.

Our proprietary data analysis system determines the best prospects to target by using the current customer file and other sources to determine key demographics. The results are used to create a customized, highly targeted, dynamic campaign that changes to the specific demographics of each customer or prospect. The result is an increased response rate without a corresponding increase in budget.   A VDP Complete campaign utilizes:

➢  The latest data and printing  technology
➢  Performance metrics
➢  Detailed tracking
➢  Customized pieces based on demographics
➢  Tailored messages and offers for each target group

For lead generation, sales, and brand awareness, VDP Complete delivers measurable performance.



*Be seen through the clutter by customizing each and every piece to individual customers by specific demographics.*

# The Latest Printing Technology
## VDP Complete features mail pieces specifically designed for individual recipients

## Data and Demographics

Information on your best customers holds the key to the VDP Complete program. We can extrapolate which types of people are most likely to respond to direct marketing solicitations and procure the right contacts. Even if your direct marketing efforts are starting from scratch, we can build a program using industry benchmarks to create a vibrant campaign.

## Custom Tailored Mail

Using Variable Data Printing (VDP) and our proprietary analysis methodology, a VDP Complete campaign makes three critical advances in direct mail:

➢ Mail is sent with individually crafted art and messaging based on the recipient's demographics
➢ Cost effective testing of message and format is readily available to determine which formats give the best response rate
➢ Each mail piece features a unique web address that leads them to a custom home page with automatically populated opt-in forms

## Individual Web Pages

Each recipient of VDP Mail will be prominently offered the use of a personalized web address to respond to the call to action. These pages artfully solicit additional demographic information and commitment by enticing recipients to ask for a web account or other offer. The VDP Web will record and report all visits to these pages even if no other action is taken by the prospect.

## Opt-in / Permission Based Marketing

Included in the proprietary VDP Complete marketing methodology is the perfect platform for developing a powerful online tool for opt-in marketing. When prospects visit their personalized web pages they will find an automatically populated form inviting them to join a newsletter, club, or open a web account. This data is collected and is available to you online and on demand. Prospects who are part of permission based marketing efforts can receive additional information and solicitations.



*They may need the same product or service, but why send each of these recipients the same piece? Get better results with highly targeted, custom mail and web addresses.*

## Reporting and Automatic Follow Up

The VDP Complete system performs detailed analytics on the results of campaigns to trigger manual and automatic action items. Recipients who visit the web can be targeted with follow up mail, email, or telemarketing based on what pages they visited and what level of interest they displayed at various offers. Respondents can be separated into various groups based on their interest level and targeted accordingly.

## Multi-media Coordination

The VDP Complete system can easily coordinate mailings with other marketing messages. Our back-end systems allow you to add unique web addresses to any marketing media so you can see exactly where your responses are coming from. Respondents to opt-in marketing can be added to electronic or printed newsletter campaigns designed to build brand awareness and loyalty.

For more information, please call us. 800.735.2578

# VDP Complete Campaign Design
## The right message.  The right customer.  The right time.

## Piece Composition

The standard VDP Mail piece consists of a full bleed, four-color, heavy weight, high gloss postcard. The front panel contains a customized offer tailored to the recipient with variable text and graphics, as well as a personalized web page address. The back holds the address panel and additional elements designed to capture the attention of the recipient.

## Copy

The copy for a VDP Complete program can remain static or change depending on the needs of the campaign. We can send each recipient customized offers with dynamic text based on their particular demographics and other information.



## Art & Design

Our design experts carefully select the best images to capture the attention of the target audience.  Artwork can vary to match the offer or the demographic profile of each recipient.

## Using the Web to Support Direct Mail

Each recipient's direct mail piece prominently features a personalized web address. Because the web address is unique to the individual, VDP Complete captures each visit and will email instant sales alerts to your staff.

## Landing Pages with Opt-in Marketing

The unique web address loads a personalized web page and features an automatically populated opt-in marketing form.
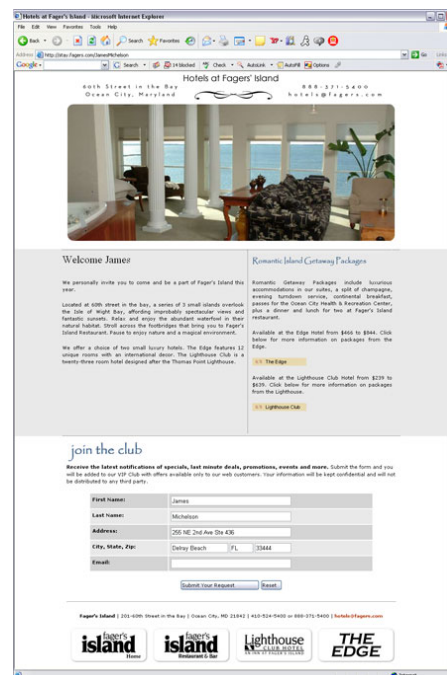


## Email Sales Alerts & Reports

Our database captures the information of each visitor, adding a new layer of "soft response" tracking and detailed reporting.  Real time email alerts identify those recipients who read the piece and showed interest.