

On-Demand Direct Mail Integration Strategy



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THE PROBLEM

AdSwift has identified that in a majority of companies with large sales networks, independent representatives, or a broad franchise base, the systems currently in place to manage, unify and utilize direct mail throughout the organization are inefficient at best, and often simply absent. The message, and corporate brand are usually compromised by lack of a consistent media resource center and a plan for distribution to the sales force. The time to produce and deliver direct mail media is extensively long; the cost to fulfill the media materials is unnecessarily expensive; and the processes are obsolete and wasteful. The result is poor response rates and a sales force that feels under supported, or simply avoids using the marketing material because it is too slow, costly and difficult.

THE PROPOSITION

By following AdSwift's **Customized Integration Plan** and utilizing our Automated Tools and Processes for On-Demand Direct Mail Marketing, you will:

- ① *Comprehensively increase your ROI on direct mail marketing*
 - ② *Dramatically reduce your current mailing costs while improving your response rate*
 - ③ *Increase saturation of participants within your sales force*
 - ④ *Gain ability to adapt marketing messages rapidly – 48 hours (or less) from “concept” to mailing*
 - ⑤ *Increase the effectiveness of your overall Strategic Marketing Plan*
 - ⑥ *Increase brand recognition through consistency while enhancing compliance control*
 - ⑦ *Profit from a timely, focused and cost effective strategy for customer retention and prospecting/recruiting.*
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INTEGRATION PLAN

AdSwift has a proven plan for the systematic implementation of a unified and company-wide postcard-based direct mail marketing strategy. This plan consists of core components that are designed to make postcard marketing as simple and integral to your company's daily business as a fax machine. Taken item-by-item, each component is effective, but when executed in tandem and with proper scheduling, they produce magnified results. These components can be performed by your company, by AdSwift, or a combination of both.

There are **5 components** to our Integration Plan:

- ① *CREATIVE INITIATIVE*
- ② *CORPORATE SPONSORSHIP*
- ③ *AWARENESS PUBLISHING*
- ④ *USAGE TRAINING*
- ⑤ *FEEDBACK ANALYSIS*

More detailed descriptions of these components are provided on the following page.

1 Creative Initiative

At Setup

- A.** *Your Corporate Administrator for the AdSwift technology and your Creative Team are identified and trained by AdSwift.*
 - B.** *Key demographics and markets are identified and prioritized. Creative strategies are developed for these markets. A schedule for new groups of postcard marketing is produced to address a new demographic or market at regular and consistent intervals. (Multi-card campaigns are a unique AdSwift feature in this area.)*
 - C.** *Prospecting and Customer retention lists are identified/obtained and prepared for uploading.*
 - D.** *Your Branded Private Label and/or Group Account(s) is set-up by AdSwift.*
 - E.** *Your Postcard Marketing is uploaded.*
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2 Corporate Sponsorship

At Kickoff

- A.** *Bulletins are posted through standard company channels; emails and "sample" mailings are utilized to create a "buzz" surrounding the new direct mail system.*
 - B.** *Forum-type phone calls are set up to announce, answer questions and educate the sales force.*
 - C.** *Key producers and top-level managers are distributed corporate paid "SwiftCodes" that allow and invite them to test-drive the system.*
 - D.** *All potential users (Sales Force, Independent Reps, Franchisees etc.) are signed up on the system and their lists and personalized content (headshots, maps etc.) is loaded into their "SwiftBox".*
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3 Awareness Publishing

Periodical

New groups of postcard marketing materials are announced via combination of email, sample postcard mailings, and splash pages. We will assist you with the creation of this announcement media if appropriate. These periodic announcements must be consistent to be effective, as it will create expectation in your sales force. Expectation generates return visits.

4 Usage Training

Continuous

Your Representatives trained by AdSwift, or AdSwift Trainers themselves are scheduled in the field to deliver seminars and presentations to regional groups throughout the country. We combine a telephone customer call center with online support for all your users. AdSwift will attend vendor fairs, etc. as appropriate.

5 Feedback Analysis

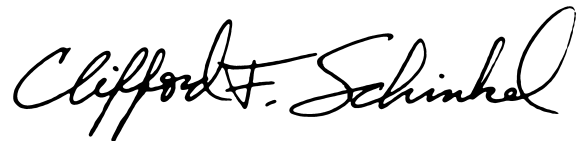
Continuous

The AdSwift system allows for continuous direct input from "the field" and provides an array of statistical analysis tools for Management. These statistics are used to improve and adapt the system. These can be enhanced with input from sales leadership groups, focus groups etc. as needed.

SUMMARY

AdSwift specializes in creative, "Enterprise Level", on-demand direct mail solutions to help clients achieve their marketing goals. We work with our partners to forge new technologies that produce results. We thrive on innovation, and, do so with our best offer forward immediately and at all times.

AdSwift's experience shows that, if our systems are followed, your results will far exceed the cost of the effort. If it will assist you in accomplishing your objectives, AdSwift will undertake to execute varying degrees or individual components of our Integration Plan for you. Our negotiated fees, to do this will be nominal when compared to the savings we will create for your organization.

A handwritten signature in black ink that reads "Clifford F. Schinkel".

Clifford F. Schinkel
President and COO

The logo for "The Swiftest Way to MARKET". "The Swiftest Way" is in a stylized, outlined font, and "to MARKET" is in a bold, blocky font below it. A trademark symbol (TM) is at the end.

Please contact your local representative to begin!