

> SERVICES

We serve as an outsourced marketing department for many of our clients, handling everything from initial goal setting to results reporting. However, we are here to help with your marketing efforts at any point in the campaign. Already have a design for a direct mail campaign? We will find the best printing solution and mail it from our production facility.

Creative

- > One-to-One Direct Marketing (aka Variable Data Printing)
- > Personalized URLs & Websites—ImaProspect.GrowWithForbes.com
- > Graphic Design
- > Copywriting
- > Content Development

Production

- > Prospect Identification & Mail List Acquisition
- > Proofreading
- > Database Management & Cleansing
- > Commercial Offset Printing
- > Digital Printing
- > Variable Data Printing
- > Direct Mail Production & Fulfillment

Online

- > Email Marketing
- > eNewsletter Publishing
- > Search Engine Marketing
- > Web Marketing
- > eCommerce Development
- > Web Survey Design/Development
- > Webinar Production
- > Online Fundraising
- > Cell Phone TXT Message Marketing

> We Increase Your Marketing's Relevance

The challenges of getting a prospect's attention with a generic message continue to grow. People's attention is so divided across multiple channels, you only have seconds to get your message across.

ForbesAMG's experience with the latest digital printing technologies will allow you to explore the world of one-to-one marketing (aka Variable Data Printing).

We can add a tremendous amount of impact to your direct mail campaigns with:

- > **Personalization**
Integrate the recipient's name, location, company or other information into the design of your mail piece.
- > **Customization**
Provide a different message, photo or image for each recipient based on information in your database. This dramatically increases the relevance of your mailing.
- > **Personalized URLs**
BobSmith.YourCompany.com — This type of personalized web address will pique the curiosity of your recipients. Once Bob visits the URL, he will be greeted by name and view information relevant to his interests. Plus, online forms allow you to collect more information about Bob.

Why not give it a try?

Visit ImaProspect.GrowWithForbes.com to see how it works and if you fill in your information, you'll have a chance to win a cool prize!

Seeing is believing — The best way to understand the concepts above are to see them in action. Contact us to show you some different examples of one-to-one marketing in action.

> About Us

Since 1983, ForbesAMG has specialized in personalized marketing solutions for small to mid-sized businesses. You will be hard pressed to find another firm that can produce your multi-faceted direct marketing campaigns with the knowledge and attention to detail of ForbesAMG.

We have extensive experience in both print and online marketing and specialize in campaigns that integrate both channels. Our staff also has a unique understanding of the needs of trade associations and non-profits.

While we are a complete outsourced marketing department for some clients, ForbesAMG can work with your other service providers and in-house staff to accomplish specific marketing tasks. As a result of our flexibility, ForbesAMG's marketing solutions are extremely cost effective AND highly successful.

Finally, but most importantly, ForbesAMG is different in our dedication to open communication with our clients. We don't hide behind voice mail. Simply pick up the phone and we are at your service. Our open line of communication allows us to truly understand your business and work with your employees to build the most successful campaigns for your company.

ForbesAMG

> A creative marketing services firm

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ForbesAMG

> A creative marketing services firm

Creative Solutions That Generate
> Growth



> **Successful marketing** is similar to gardening. To grow, plants need the right elements, administered in the right amounts, at the proper time. But, unfortunately, there is no single recipe for caring for all species of plants. It is vitally important to know the needs of the plant in order for it to thrive. Abundant sunlight and limited water will wither some plants; however, another species will flourish in those same conditions.

At ForbesAMG we put the same care into generating creative marketing solutions for your company. First, we get to know your company and its needs; then we identify the right mix of marketing tools; and, finally, we roll up our sleeves and implement the campaign for you. The status of the entire project is never more than ONE phone call away.

> **We get to know you**

No one can do an effective job of marketing your products or services without first really getting to know your company and its goals. Our first step in working with clients is to learn about their business. What are you selling? Who are you selling it to? What marketing tools have you been using? Which have been successful and which were not? Where do you see your company in the next five years? This information is crucial in establishing a solid foundation for your marketing efforts.

> **Identifying the right tools**

Our next step is to discuss the options for achieving your goals. In most cases there is no one "silver bullet" to successfully market your company. We have a wide scope of expertise in traditional direct marketing, emarketing, one-to-one marketing, social networking, search engine optimization, and much more—see our list of services on the following page. In most cases we won't advise you to completely abandon your current marketing efforts, but we will assist you in finding and testing new ways to promote your company. Just as important, we establish the right timing and frequency for your marketing

campaigns and will utilize the appropriate tools for following up with prospects. Plus as new technologies emerge, we reach out to our clients to discuss appropriate applications and benefits for their company.

> **Getting creative**

Our team is skilled at creating impactful print and web designs and compelling copy that will effectively brand your company, while increasing response rates. We have a great deal of experience designing personalized or customized mail pieces for digitally printed one-to-one direct mail campaigns—**this is the future of direct marketing!**

By managing the entire creative process, your marketing materials will convey a consistent image throughout all of your marketing efforts both online and off.

> **Implementation**

ForbesAMG is your single point of contact for the implementation of your marketing campaign. There is no need to stay on top of multiple vendors—**we do it all for you.**

Direct Mail — For direct mail campaigns, we will confirm your design is in compliance with postal regulations and qualifies for the lowest possible postage rates. We manage the entire printing, mailing and fulfillment process for you.

Email Marketing — We are one of the few firms that offers a truly turn-key solution for email marketing. At the core of our service is our people who strategize, design and even find and develop relevant content for your audience. We keep your efforts on track and constantly offer suggestions to build your list and increase response. On the technology side, email campaigns are reviewed for spam filter compliance and designs are tested on a variety of email clients. Plus our proprietary email management system manages all of the results reporting, opt-ins and opt-outs on an ongoing basis.

Web Marketing — When we build websites our goal is to convey your corporate identity, while paying careful attention to "user-friendliness" and maximizing results. Just as with our email campaigns, our services go way beyond designing a visually appealing site. We write copy and seek out content that will assist you in achieving your goals for the site, whether it's selling products, generating leads or informing a membership or client base. Our websites are tested in multiple browsers, optimized for search engine ranking and we work with you to build multi-channel campaigns to drive traffic to your site.

> **ASSESSING THE RESULTS**

Are your marketing efforts successful? It is surprising how many companies don't know for sure. During the planning process we will establish ways to help measure the success of your marketing campaign. Once we have the results, we will discuss ways of improving future campaigns for even greater response.

We have ongoing relationships with most of our clients, continuing to fine tune their marketing efforts to keep up with changing business needs and evolving marketing platforms.

Sign up for our free Marketing Solutions Monthly eNewsletter at www.ForbesAMG.com/msmsignup.htm