



## The Top 5 Reasons Marketing Executives are Considering Automating their Marketing



### 1. Shorter turnaround needed

You need to implement programs in days, or weeks – not months. Custom's Automated Marketing utilizes powerful software, enabling us to help you implement campaigns, test, measure and, if needed, change your marketing efforts in DAYS.



### 2. ROI difficult to calculate

If you're lucky enough to have the resources to code, track and identify the various data you need to assess the results of a particular campaign, you're still probably waiting weeks to receive, review and react to the responses.

Automated Marketing's Campaign Dashboard allows you to monitor each step of the response process, including response rates, visitor response patterns, click-through and lead conversion rates, all available 365x24x7 on your desktop – as the campaign unfolds.



### 3. Lack of marketing personnel

One word sums it up: automation. You're able to have more conversations, with more customers and prospects and respond in real time – without adding more staff. Custom Direct will help you 'plan the marketing/sales conversation', allowing for each variable interaction, question or response.



### 4. Budget constraints

Your marketing campaigns involve Print, Email and the Web, with varying degrees of results and budget constraints. Using CDI Automated Marketing, Custom Direct will integrate these singular efforts, to incrementally increase response, while adding tremendous value to your current marketing efforts.



### 5. Data not being utilized

You've been gathering data about your customers and prospects and aren't using it effectively. You would probably agree... a face-to-face conversation, between you and your customer or prospect, is the best way to solve a problem or close a sale. CDI Automated Marketing allows you to utilize WHAT you know (the data you have) to start and carry on a 1-to-1 conversation, via PRINT, EMAIL or WEB, moving the customer or prospect CLOSER to a face-to-face solution.



QUESTIONS?

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