



## Business ON DEMAND ©: Opening up your market

DMI has developed a database-driven marketing program to totally support your small and mid-size business customer acquisition. *What if you had the name of every business in your market - flagged by current banking relationship(s), targeted by competitor, enhanced with key attributes, and set up in a database for regular marketing touches?*

DMI gives you proven, copyrighted, and targeted direct contact marketing that can be immediately implemented for your current and potential business products. Our programs are designed to move with the speed and detail you require, while being able to adapt to new trends as they arise.

We customize these packages both by your specific offers/products and by geography. The result, when used consistently, is increased customer acquisition in the industries and geography YOU specify.

DMI gives you one-stop shop: All creative, copy, data, personalization, implementation and support are included.

- **Data:** DMI builds custom lists from our proprietary business files that cover the USA. Not sure who to target? We can model the prospects you want – from the customers you already have OR we can build from a wish list of who you want. We create your custom list of prospects targeted by a number of key attributes: geography, SIC/NAICS, sales volume, current banking relationships (including competitor flag) and so on.
- **Package/Program:** New customer acquisition, cross selling new customers and prospects on new products and services... all these programs tie in with your existing practices. A regular annual schedule is put in place to bring in leads – steadily. DMI provides output that cycles through postcards as well as special offer packages, e-mail, and options of other media - all linked and applied to consistently support your team.

The synergy of these pre-tested mailers, alongside your regular advertising, supports greater response, and builds enhanced support for all your marketing programs through brand awareness. And working with you in database mode, we track what works, and drop what doesn't.

Remember - we handle the whole program - data through delivery - based on decades of expertise. DMI brings potential customers to your offices, in a regular flow. Call today and get Business – on demand!