

## What Companies Use DMD?

We have contributed to the success of small businesses eager to tap into the power of direct marketing and large corporations who are leaders in the direct marketing industry.

### *Our special expertise includes:*

- Consumer & business-to-business markets
- Subscription, continuity, club, donor, and membership acquisition & retention for:
  - Publishers
  - Associations
  - Fund Raisers
- Direct mail, catalogs, Web sites, and space ads for a wide variety of products and services
- Newsletter creation and promotion
- International market penetration

**A complete list of our satisfied clients is available upon request.**

## Learn What DMD Will Do for You

For more information about our services, call Jim Gribble and receive a free initial consultation. He will discuss your needs and opportunities and provide you with a full proposal designed to address your specific situation.

### **Direct Marketing Dynamics, Inc.**

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**DIRECT MARKETING**

**Dynamics**  
INCORPORATED

*“Your* Partner  
*in* Response”

**Expert Direct Marketing  
Strategies**

*&*  
**Superior Project  
Execution**

## Who Is DMD?

Direct Marketing Dynamics was founded in 1995 by industry veteran, Jim Gribble. Beginning in 1979, Gribble worked on staff at several of the industry's leading organizations. As a profit center manager he was responsible for generating one billion dollars in direct marketing revenues.

### A Business Concept Whose Time has Come

DMD is uniquely positioned as a highly flexible and top quality resource to its clients. Instead of being saddled with major overhead, DMD utilizes an extensive network of excellent direct marketing support. We harness the unique talents of a multitude of freelance professionals, along with strategic alliances with the industry's top service companies. This allows you to realize superior added value at highly competitive prices.

**We strive to ensure your expectations are not only met, but are surpassed.**

## What Services Does DMD Offer?

DMD specializes in providing:

- Expert strategic planning involving all direct marketing media channels
- Breakthrough new creative that gets results! Including full copy and design services
- Innovative product development and marketing research techniques
- Proven customer retention programs
- List & media recommendations and placement
- Customer profiles, modeling & analysis
- Customized in-house workshops covering several direct marketing topics
- Our *Profit Enhancement Process* taps into your most valuable asset — your employees

**Enhancing your bottom line results is what we're all about.**

## Why Should You Use DMD?

Chances are you've never worked with an outside resource so clearly focused on improving your bottom line...

You get advice and promotions designed to maximize your profits — not our billings. In fact, we prefer to work on a success fee basis — that's how confident we are in our ability to add tremendous value to your business.

### Short-staffed?

Many companies we work with are not properly staffed with the expertise necessary to successfully implement these projects and programs. This is when our unique services are most valuable. We often fully assume the role of Marketing Director, Circulation Manager, Creative Director, or Publisher for our clients.

We will work directly with your staff and vendors or provide complete, turnkey service to fully meet your every need.

**You can hire top talent — without adding to your staff.**