

There are two basic ways to get attention in a crowded room. You can shout the loudest (good luck with that.) Or you can speak in a normal voice to the right people, with the right message, at the right time. Once you spark their interest, you can speak to them repeatedly, gain their trust, and build relationships.

At Dunthorpe Marketing Group, we take the second approach, helping our clients build and implement integrated, multi-touch marketing campaigns. From market evaluation and list development to program implementation—we combine strong creative with smart, practical execution to connect more effectively with your customers, and to deliver higher returns on your marketing investment.

### **A TRACK RECORD OF SUCCESSFUL MULTI-TOUCH CAMPAIGNS**

*Through proven methodologies, careful  
planning and flawless execution*

More and more companies are reaching out to an extremely targeted audience using a choreographed sequence of online and offline communications. That comes as no surprise to us, since we've been doing this successfully for more than a decade, and it consistently delivers excellent returns for our clients.

We have a strong track record of developing multi-touch campaigns for clients in the technology, finance, human resources, e-business and non-profit fields, including current clients, such as RightNow Technologies, Microsoft, Serena Software, Sage Software, Convio Corporation, Kronos, Yahoo! HotJobs and Lewis and Clark Bank.

Our first priority is to listen to you, so we understand your industry, your products, your customers, and the nuts and bolts of your sales process. Then we work with you to design a multi-touch campaign that gets your message to the right people, compels them to respond, and moves them forward in your sales cycle.

**MORE BANG  
FROM A SMART,  
HARDWORKING,  
MARKETING AGENCY  
...THAT GETS RESULTS.**

Each campaign can include a combination of components, such as:

- Target audience, database and list development
- Online advertising and newsletters
- Webinars and seminars
- Direct mail, dimensional mail, e-mail and telemarketing
- Executive events, conferences and trade shows

We can cleanse and supplement your in-house prospect lists, which is often the single most important step in any successful campaign. Then we'll help you determine which combination, order and timing of touches will be most effective based on your particular products, services and target audience. Finally, we'll establish follow-up and conversion tactics before implementation, so we can move leads efficiently through your sales funnel.

### **BETTER RETURNS ON YOUR INVESTMENT**

*And the metrics to prove it*

For years, we've been delivering response rates to our clients that are well above market averages. This success doesn't have anything to do with guesswork or good karma. We just know from long experience what works and what doesn't. And since we build metrics into every campaign, our value to your business can be validated numerically,

in terms such as cost-per-lead, leads-per-program, prospect-to-lead-conversion, lead-to-order-conversion, and ODPMD (order dollars per marketing dollar.)

We track key metrics not only after each campaign, but also during execution. If results are not meeting your expectations, we make adjustments mid-stream to improve impact. In many cases, a few tweaks to email copy or a telemarketing script have turned a slow starting campaign into a resounding success. We also employ quality checkpoints throughout every project, to ensure it is implemented efficiently and effectively.

## RELATIONSHIPS THAT WORK

*So you are as happy with the experience as you are with the results*

Many of us at Dunthorpe have worked as corporate marketing managers. We know what it's like to walk in your shoes, and we've worked hard to create the kind of agency we would want to work with. We also know just how frustrating and unproductive agency relationships can be when the agency doesn't listen. So we do listen. Always.

Based on our long experience, we also offer the "best of the best practices" from the agency side. So, with Dunthorpe, you get the best of both worlds—great working relationships, and consistent, measurable results. It's a combination that's hard to beat. That's why most of our clients have been with us for so many years.

## EXPERIENCED PROFESSIONALS AT ALL LEVELS

*Adding value to your business*

Every one of our client support teams includes an Account Manager, who drives strategy and manages the relationship, and a Project Manager, who handles day-to-day project execution. Each of our Account Managers has over 20-years marketing experience, and our Project Managers all have 4-to-8 years experience.

That combined experience is fundamental to the value we deliver. It helps us to understand the critical factors in each campaign, so we can focus our efforts to deliver the highest value to your business. Our experience has also taught us that there are no substitutions for smart planning and hard work. So that's what we bring to the table during each and every campaign. Our integrated, multi-touch campaigns work—and we'll do whatever it takes to make them work for you.

## CONTACT US TODAY

Call or e-mail us today to learn more about how we can help you address your toughest marketing challenges.

PHONE: 503.236.4242

E-MAIL: **Susan Linman**  
Founder and President  
slinman@dunthorpemarketing.com

**Chris Carson**  
Business Development Manager  
ccarson@dunthorpemarketing.com

ADDRESS: 8825 SE 11th Avenue, Suite 100  
Portland, OR 97202-7045

URL: [www.dunthorpemarketing.com](http://www.dunthorpemarketing.com)