



Zellmark

Online Marketing Logistics

Extend your reach. Not your resources.

Corporate Office

2 Hardman Drive

Bloomington, IL 61701

Chicago Office

1925 North Clybourn Ave

Suite 402

Chicago, IL 60614

www.zellmark.com/moretime



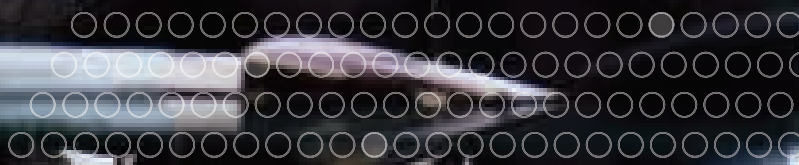
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Extend your reach. Not your resources.

Crunched for Time?

Want a shorter to-do list?

We can help.



[P R O B L E M]

You're spending hours every month on your marketing materials. You're not getting to everything on your to-do list. Your staff and budget are already stretched.

YOU NEED SUPPORT.

And, you want fast, simple solutions.

[S O L U T I O N]



LET ZELLMARK MANAGE YOUR MARKETING LOGISTICS.

We can handle all the details and hassles of production and distribution. **You can conveniently customize, proof, order, and deliver** all your materials—with our single online tool. Reach all of your sales channels instantaneously, and consistently maintain your brand's strength.

Extend Your Reach. Not Your Resources.

With our support, your days become **more productive**; your to-do list more manageable. You'll have increased time to focus on strategy and other priorities. Most importantly, you'll get **better results** from your marketing campaigns.

Our cost-effective, comprehensive services cover all the details and logistics, from **ensuring the highest quality** of printed materials to maintaining your sales messages as well as comprehensive inventory management, fulfillment, and distribution.



TOP TEN TIPS

Now that you have more time for strategy and planning, you can implement new methods and techniques, like those in our Top 10 Tips toward developing a more effective direct mail program, one of the most time-consuming and costly aspects of your marketing efforts:

1 TARGET YOUR AUDIENCE

Develop specific messages for individual targets. Show that you know exactly what each segment of your market needs, and you'll connect on a more personal level.

2 THE CALL TO ACTION

Tell the reader exactly what to do next. Not only will you increase their level of involvement and gain a lead, but you're creating a mechanism to measure the campaign's effectiveness for future analysis.

3 TIMING EACH STRATEGY

Giving them a reason to respond now, instead of later, will exponentially increase the chances that they will.



GET THE REST ONLINE

For a complete TIPS list, and to sign up for a free online demo, visit www.zellmark.com/moretime.

contact:
Steve Dylo,
Director of
Business
Development,
1.877.233.2731

Extend Your Reach. Not Your Resources.

Find out how you can save your most precious resource — **your time** — while getting better results from your marketing materials.

www.zellmark.com