

Is Direct to Brand Right for You?

An Brief Look at Typical Direct to Brand Company Profiles



When does D2B Work?

Though we believe direct response is worth considering in any company, and in any industry, there are a few broad profiles we have found make ideal candidates for Direct to Brand Marketing.

CWEPS (Companies With Extraordinary Potential)

- Entrepreneurs and Inventors
- Business to Consumer Products and Services
- Launching a New Product or Service

DEVELOPING THE BRAND.

CWEPS are the innovators and inventors. If you fall into this category, you've got an exciting new product or service, and want to market directly to the consumer. In that case, our job is to help you develop a brand identity for the product, and help you get it into the hands of the consumer by every appropriate direct response technology available. While you might be focused on transactions at the start (i.e. let's sell as many of these as possible), it will be our goal to parlay your sales success into real long-term brand equity by creating an effective integrated marketing strategy

INC 500™

- Fast-growing companies
- Using innovative marketing and/or delivery methods in industry
- Taking share of wallet and brand strength from the historical leader

BUILDING THE BRAND.

The INC 500 companies are the fast-growth privately held companies that have evolved beyond the invention / start-up stage into real revenue growth.

Many of you in this category have already experienced the benefits of direct response, and are looking for ways to increase your competitive advantage and build solid brand equity. We'll work with your agency of record, or directly with you, to accomplish your sales and brand equity objectives. Either way, Alternative Marketing can be the trusted advisor for your integrated marketing strategy.

Fortune 500™

- In strategic relationship with Ad Agency
- Business built on brand dominance by spending in general media
- At minimum. looking to sustain market share

STEWARDSHIP THE BRAND.

The Fortune 500's already have well-established brands and are looking to direct response to garner incremental improvements, reach a new consumer, launch a new product line while increasing brand awareness, or simply fight fire with fire. If you're in this segment, most likely we'll be invited to the table by your advertising agency as a result of our niche expertise.

So as you can see, no matter what life-stage your brand is in – developing the brand, building the brand, or stewarding the brand - we have expertise that fits. In particular, for established brands, we'll work with your agency to ensure seamless integration of direct response technologies with your traditional brand campaigns. Because of our experience in Direct-to-Brand marketing, we have a good deal of experience working in the large agency environment. We speak their language, understand their needs, and meld our strengths with theirs. The end result is effective integrated direct marketing for our large company clients and their agencies.



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