



Rustin Marketing Services, LLC  
Lead Focused Direct  
Marketing Campaigns

**Introduction:** Rustin specializes in planning and executing weekly Direct Marketing campaigns that employ Direct Mail followed by 100% Telephone Follow-Up for demand generation. This document outlines the scope and detail of these weekly campaigns.

**Marketing Augments Selling:** In order to increase a Client's revenue, Rustin Marketing has evolved a number of different support activities that can be used to generate Sales Leads. This demand generation campaign program to assist in the development of new incremental business is one of these activities.

**Program Parameters:** This is to outline the steps that normally take place in the development and execution of a Rustin Direct marketing Campaign.

- In general a campaign consists of an individual business letter, with color brochure, mailed to a defined prospect, who is then contacted by telephone for Qualification.
- The Client is expected to generate a Mailing and Telephone Follow-Up List. Inevitably the best source for this list is the Client's own customer base. Sometimes recent trade show or industry association lists are used. Whatever the source each prospect on the list must have a valid contact name, a mailing address, and a telephone number.
- List geography is limited to the United States and Canada.
- The average number of mailpieces dropped each week is 120. The typical list size for a standard four week campaign is 500.
- The list is the sole property of the Client and although it must be conveyed to Rustin's possession for use, no other activity will be undertaken with it unless the Client makes a direct request.
- Rustin will provide sample copy for a cover letter in the mailpiece that will be sent out to each prospect. This letter is intended to be printed on Client Letterhead and signed by a Client Representative who will serve as the 'Voice' of the campaign. The letter will be short and will make a strong benefit statement as it introduces the application product.
- If needed, Rustin will also provide sample copy for a one page, two sided, four color collateral brochure that will also be a part of the mailpiece.
- An iterative exchange will take place between Rustin and the Client's Representative until both are satisfied that copy for both these documents is satisfactory.
- If contracted, Rustin will do the graphic design and artwork to create a PDF of the collateral brochure, including photography, submitting it to the Client for that same approval process.

- Once approved and ordered, Rustin will produce the campaign brochures at a cost to the Client consistent with its proposal.
- The Client will provide Rustin with a sufficient quantity of sheets of its company letterhead. Alternatively, an Electronic version of the Client's letterhead may be used. In these cases Rustin will reproduce the letterhead using a color laser printer.
- The Client Rep will provide a digital graphic file of his or her signature, or an oversized original from which Rustin will create such a file.
- To begin the campaign Rustin will merge print individually addressed copies of the cover letter, on Client Stationary, signed by a copy of the signature in a contrasting color.
- The finished letters will be sent in #10 Envelopes with a tri-folded copy of the brochure. Production and mailing costs for this part of the service will be as detailed in the campaign's formal proposal.
- Mail Drop Dates are Tuesdays or Wednesdays, depending on the distance from Rhode Island that the average piece must travel. The goal is to have them reach the prospect's desk on Monday of the following week.
- On that Monday, a Rustin Lead Qualification Specialist begins telephoning each prospect in that week's Mail Drop.
- This Rustin Associate poses as an agent of the Client, claiming to have been asked by the letter's signer to make the call and insure that the information is understood. The caller will also ask whether or not there are any immediate plans to make this purchase, and whether or not the project is funded.
- A Call is defined as making a telephone connection to a human being at the prospect's company.
- A Contact is defined as talking on the telephone to the actual named prospect.
- A Lead is defined as a Contact who has rendered sufficient information about his or her company's intentions to purchase a system similar to that being promoted in the campaign that a compelling case is made for further contact by the Client's Sales Force.
- In the event that a Contact indicates an urgent and immediate need to speak to a Sales Rep, that information will be communicated within minutes via E-Mail.
- At the end of the week's worth of follow up the Rustin Lead Qualification Specialist will create a Document showing the results of each call. It will contain a short prose narrative of every conversation that was conducted with a Contact. The document format will typically be Excel. As this is the most common format for receiving the initial Name & Address data, a 'Comments' column is usually added for the call-by-call reporting. As stated above, Rustin is very careful to respect the fact that this information is owned by the Client.
- This report will be forwarded to the Client on the Monday following the week's follow-up.