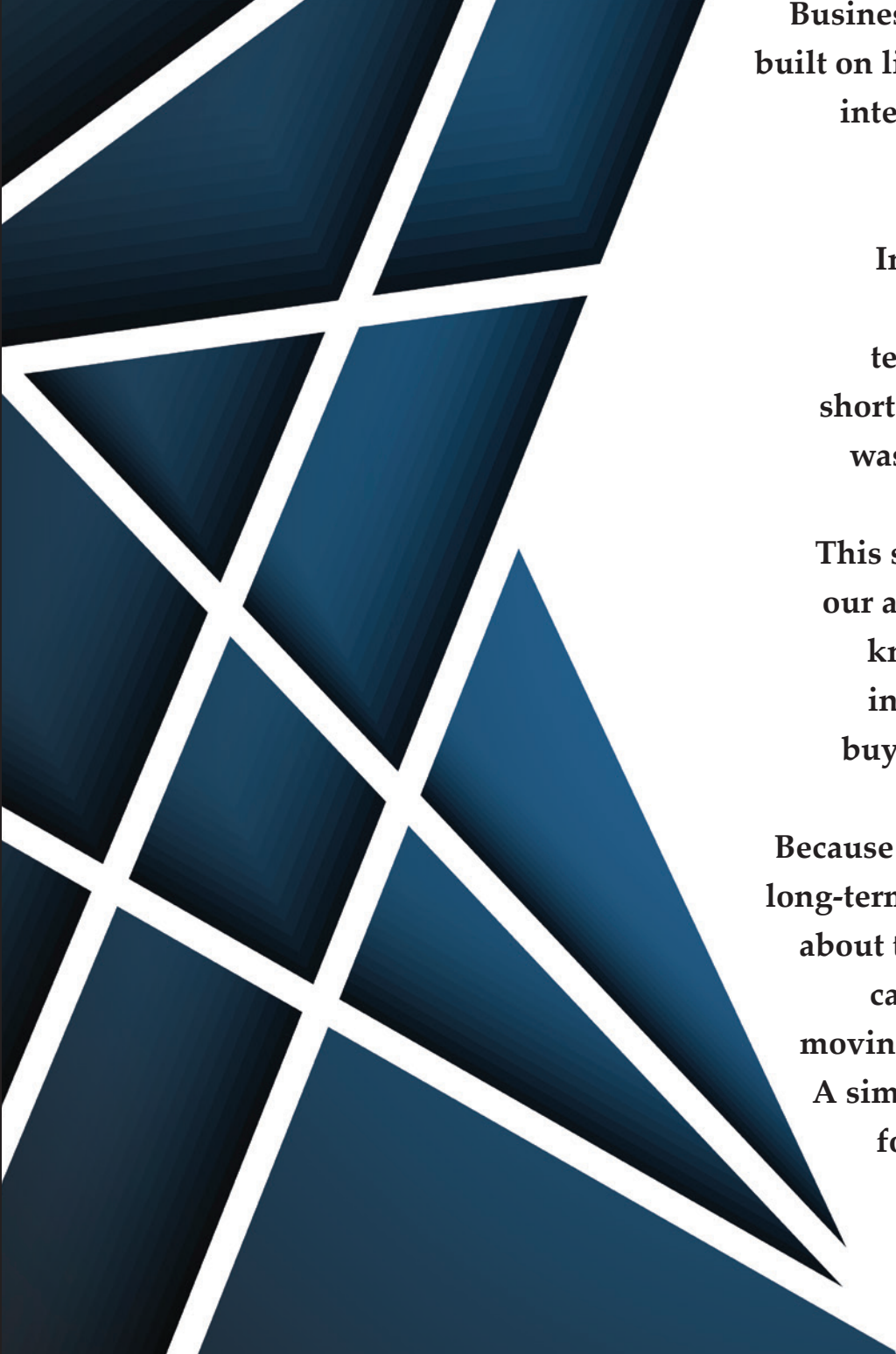


# *Dynamic Marketing Resources*

## **A Marketing Subscription Company**

*Adding stability to the marketing process.*



**Business relationships are often built on likeability, trust, honesty, integrity, passion, and being comfortable with one another.**

**In our sister company that focuses on business and technology marketing, our shortest business relationship was three years, the longest, eighteen years.**

**This subscription model gives our agency the opportunity to know our client's business intimately, know their key buyers, and to focus on their overall business goals.**

**Because we are working together long-term, the focus becomes less about the net results of a single campaign, and more about moving your business forward.**

**A simple question and answer format inside describe the benefits.**

# Questions & Answers

**Q.** What would be the immediate benefit to the subscriber?

**A.** A 20% discount off **all** future work (not including out of pocket expenses).

**Q.** What other benefits are included?

**A.** This is no charge for any type of marketing consulting, i.e., attending board, strategy, sales, and other meetings (in person, or via Face Time or Skype) to discuss aspects of current or planned marketing or other promotional programs.

**Q.** What specific areas of the marketing process do you focus on?

- A.**
- Innovation / Creativity / Strategy / Performance
  - Competitive Intelligence / Market Research
  - Brand-building
  - Marketing Strategy
  - Media planning and analysis
  - Marketing Communications (including graphic design and trade show support)
  - Public Relations (including news releases, annual reports, press kits, corporate backgrounders, newsletters, new product launches).

Note: Press releases, newsletters, and e-mail direct mail programs are delivered digitally.

**Q.** How are we different from other marketing companies?

**A.** We...

- focus on your business and the impact we can have on it
- ensure that we understand your expectations and how we can contribute
- bill by the project, not by the hour
- have a ten-year average relationship with clients
- have business and technical degrees and real-world marketing and management experience with major companies
- have bonded with Fortune companies, mid-sized companies, not-for-profit organizations and government agencies since 1980 to help them pursue sustainable and profitable growth.

**Q.** What is our company philosophy?

**A.** We are dedicated to helping clients achieve *sustainable* and *profitable* growth.

Our brand is, "Together We Can Make a Difference <sup>TM</sup>".

**Q.** Will you issue periodic status reports?

**A.** Yes. We will provide you with a monthly report recapping meetings, decisions, actions, and progress with respect to existing or planned programs.

**Q.** What industries do you service?

- A.**
- Automation Controls
  - Internet of Things
  - Industrial Internet of Things
  - Robotics
  - Software
  - Electronics
  - Instrumentation
  - Chemicals and Plastics
  - Industrial Equipment and Machinery

**Q.** Are there any other aspects to your subscription program?

**A.** Yes. We are planning to publish...

- a semi-annual magazine authored primarily by CEOs, Presidents, and other company executives detailing their marketing experiences and successes.  
(We expect to distribute this to our subscribers, and to a wide industry list.)
- a Literature Showcase section where our subscribers will be able to feature a specific product or service in a 50 word format with a photo **at no charge**.
- business marketing aids to help support your marketing and sales efforts.
- reviews of marketing-oriented books we feel might be of interest to you.

## *Epilogue*

We are sure that you and your staff are all professionals with many years of experience. However, there are times when you want a third-party opinion. We fulfill that role.

We are extremely aware of some potential subscribers having competitive issues. We will check with our existing subscriber if we think a new one might pose a conflict.

We will provide as seamless an interface as possible. We will be happy to meet with you and your associates to discuss the program and answer any questions you may have that we have not covered. Thank you for your time and interest.

# Subscription Form and Authorization for Credit Card Use

(All information will remain confidential)

Please enter my subscription to Dynamic Marketing Resources for one year at the rate of \$ 395 per month charged automatically every month to my credit card (\$4,740 per year). If I choose to pay in advance, I can take a 15% discount (a savings of \$ 711 for an annual net total due of \$ 4,029).

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

AMOUNT TO CHARGE: \_\_\_\_\_

CREDIT CARD TYPE: \_\_\_ Visa \_\_\_ Mastercard \_\_\_ Discover \_\_\_

\_\_\_ American Express

CREDIT CARD NO: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

CARD IDENTIFICATION NUMBER: \_\_\_\_\_

(Last three digits located on the back of the credit card)

PLEASE SIGN and DATE: \_\_\_\_\_

I authorize Dynamic Marketing Resources to charge the amount listed above to the credit card provided herein. I agree to pay for this purchase in accordance with the issuing bank cardholder agreement.

***Dynamic Marketing Resources***

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