

7 Reasons to Take Advantage of Our Seriously Sharp DM Skills

1 We have seriously sharp DM skills. We have consistently conceived, developed, and launched profitable and precision-targeted campaigns for such top-tier marketers as American Express, Bank of America, CitiBank, Liberty Mutual, Visa, and Wells Fargo. We have been schooled at some of the best DM agencies in the world. And we took really great notes.

2 We are lean (but not mean). That means more face time and direct interaction with someone with the expertise and strategies that can take your DM results to a whole new level. When you call Gensamer & Company, you won't get the runaround –or handed off to some recently promoted intern – like you will at some big agencies.

3 We are industrious, diligent, entrepreneurial, and indefatigable. That last word, by the way, will never appear in any of our work for you (unless you happen to be selling an energy-boosting drink), but our point is simply this: we are not clock-punchers, nor is our commitment to your success anything less than relentless.

4 Our focus is sharp. We do one thing – Direct Marketing – and we do it awesomely. DM isn't just our core competency, it's our specialty, our passion, the whole enchilada. So we can direct all of our attention to becoming even more brilliant direct marketers – and that's saying a lot.

5 We're well connected. With our in-depth DM experience, you might well expect us to have a fat Rolodex (um, contact database) of all-star designers, copywriters, list brokers, printers, etc. – and you would be 100% right. Better yet, our resources are even more resourceful – which can save you a bundle!

6 We're great listeners. Sure, we'd love to impress you with our brilliant insights and powerful marketing ideas – but we have learned that our clients are pretty sharp too. For starters, they chose us. So we believe that it's critical to listen closely to our clients, who often contribute a great deal to "our" brilliance.

7 We could be your world-class DM partner. We have the tools, the track record, and the knowledge base. We've done it before, especially in the financial services industry. And we are extremely eager for the opportunity to enrich your DM results – but the biggest hurdle to that happening is the fact that we haven't yet met.

Fortunately, this is one marketing problem that's amazingly easy to solve: just pick up your phone and dial **917-310-9820** right now!

DM is back. In fact, it never really left.

The Marketing Mix is changing yet again and coming full circle. Out will be ineffective e-mails, banner ads and un-social marketing with dismal results.

DM works. It never stopped working. And it's eminently measurable – with metrics that intuitively make sense. And, with the right agency, your DM program could soar even higher. That's a promise we are quite willing to deliver. The only question is: are you ready?

- Direct Mail is expected to grow to \$34.5 billion globally by 2014, according to the Direct Marketing Association.
- Direct Mail spending will grow 5.8% to \$47.8 billion this year, driven by acquisition mail increases, according to a forecast released in January by the Winterberry Group, a marketing consultancy. Mail also remains the largest channel in terms of direct marketing spending. – DM News, 2/10/11
- Direct Mail generated \$457.4 billion in 2010 (\$297.4 billion in consumer sales) Social media generated \$15.9 billion of sales in 2010. Mobile marketing yielded \$3.5 billion of sales in 2010.

Yes, both of the last two categories are expected to grow by 2014 – but neither will match the sales volume generated by Direct Mail.



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If you
don't love
your current
DM agency,

maybe it's time to break up!

Say hello to the best little new DM agency in town.

Hello. We're Gensamer & Company, a smaller, more nimble full-service direct marketing agency dedicated to helping you do more with less. We've seen what the big boys can do (heck, we've been a key part of it), and we've seen how often "too many cooks" can botch the job. That's why we believe that bigger is not necessarily better.

Our goal is to provide our clients with the best of both worlds: big agency experience with small agency service and value. Having designed hundreds of profitable micro-targeted DM programs (including mail, print, and collateral), we have no doubt that we can do the same for you – but at a substantially lower cost.

Why? Because we don't have the inevitably burdensome layers of management and bureaucracy that does nothing but pad your bill.

Because your account won't get handed off to some junior associate who is low on the learning curve.

Because we don't require any long-term commitment (although we'll certainly do our best to keep you coming back). And because our principal, Fletcher Gensamer, is dedicated to working long days so his clients can be sleep better at night.

It all adds up to a promise we are intensely eager to fulfill: to become the DM marketing partner you've always wanted, by consistently delivering the high-performance you need to grow your business while enriching your core brand values.

Honestly, we don't know whether DM agency – or are somewhere in between.

All we're saying is that we'd really like to get to know you . . . and now you have our number.



Meet Our Founder



If you had to invent someone who epitomizes the delicate balance between the science and the art that is Direct Marketing, you would probably have to invent somebody much like Fletcher Gensamer, our President and CEO.

He has over 18 years of solid experience in the field of Direct Marketing, with a specialty in developing "response-able" affinity, upsell, and customer retention programs for top-tier financial services, consumer and business-to-business marketers. With a Master's degree in Direct and Interactive Marketing (from NYU), Mr. Gensamer has a practical knowledge base that continues to serve his clients well.

Most recently, he spent a year as Manager of Impact at Wunderman working on cards acquisition for Citibank and for multiple card products such as cobranded affinity rewards cards. Witnessing the chaotic growth that plagued Wunderman (where he began his career in 1993) helped to confirm Fletcher's belief that smaller agencies are preferable – and ignited his entrepreneurial desire to prove it.

Aww, Shucks (Client Appreciation)

“ I could always depend on Fletcher to make sure my projects were on target from a creative perspective, on budget and delivered on time. He has great attention to detail and . . . his involvement was a key factor in my projects' success. ”

– Ed N., Wells Fargo Card Services

“ Fletcher managed all my direct mail programs and collateral for our co-brand partner programs. He was responsible for pulling everything together so that we could meet our partner's branding guidelines . . . and produced many excellent collateral pieces we were able to use and mail our program on time. ”

– Ira L., VP Program Manager- Affluent Markets, Citigroup

“ Fletcher understands what it takes to manage client relationships while ensuring project objectives are efficiently and effectively achieved, both for the client and the agency. ”

– Ken S., VP Visa

What We're Seriously Good At

- Direct Mail
- / B2C
- Creative Design
- Print Advertising
- Strategy and Implementation
- Integrated Marketing Programs
- Branding and Logo Development
- Media and List Recommendations
- Print and Lettershop Production Management

If you have specific needs and don't see them here, please ask! Being a small agency, we're used to wearing many hats and will go out of our way to help you with your marketing requirements – as long as it doesn't involve tweeting or viral videos.

Who really cares how many "friends" or "likes" or "conversations" you have if customers aren't buying your product? Direct Marketing is about results – getting the customer to take an action that results in a sale.



We're giving away 10 \$25 Starbucks Gift Cards!



If you're a little intrigued about beginning a new and improved DM agency relationship –well, we are definitely on the same page! The next step would be to get together, discuss mutual interests, and see whether the chemistry is right.

And by the way, you don't really have to break up with your current agency – at least not yet. We are perfectly happy to work on a non-exclusive project basis. All we really want is the opportunity to dazzle you with our smarts, our service, and our value.

And to encourage that possibility, we'll be handing out \$25 Starbucks Gift Cards to the first 10 marketers who call (or email) to set up that all-important first meeting. Reply ASAP, and you could be a winner . . . but you could be an even bigger winner, with more on-target direct marketing – by calling us soon!

