



## Marketing Growing Pains

*The IEEE Boston Entrepreneur's Network*

# Marketing Equals Money

## *Growing an Organization*

### **THE BAD NEWS.....**

**.....It's Never Easy**

**.....Always New Issues**

**.....They Never GO AWAY**

**.....You Will Never Have It FIGURED OUT!!**

# Marketing Equals Money

## *Growing an Organization*

### THE GOOD NEWS.....

.....You're No Different Than Every Other Entrepreneur

.....We Have ALL Been Through IT!

.....We May Not Have All Of The Answers  
But We Have A WAY Of Solving Problems!!

.....Rest Assured-Everything Can Be  
**FIGURED OUT!!**

# Marketing Equals Money

## *Growing an Organization*

**SUBJECT:**

**RECENT LEARNING EXPERIENCE....TYPICAL BUMP IN THE ROAD**

**WHO WE ARE**

**THE MARKETING PROBLEM**

**THE MARKETING SOLUTION**

# Direxxis Overview

## Who We Are

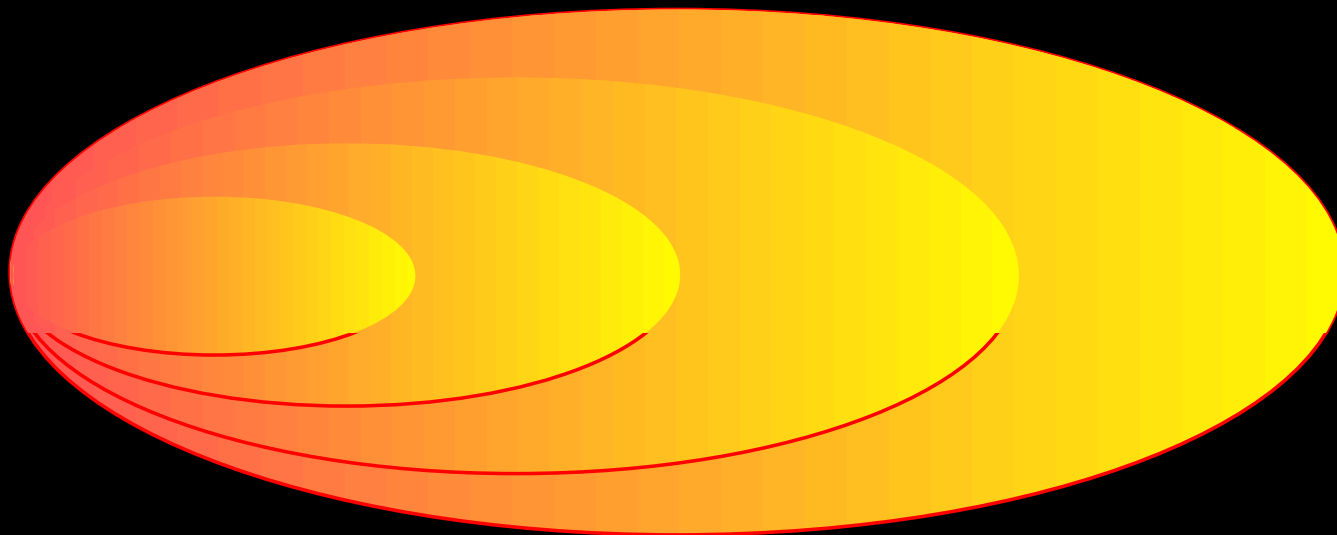
→ DIREXXIS is a direct marketing services and technology provider.

- Founded in 2003 by industry leaders.
- Headquartered in Needham, Massachusetts.

- DIREXXIS dmEDGE™ Marketing Portal
- DIREXXIS Marketing Data and Databases
- DIREXXIS Marketing Analytics
- DIREXXIS Creative and Graphic Design
- DIREXXIS List Management
- DIREXXIS Printing and Production

→ Our dmEDGE marketing solution is complete, integrated, and innovative.

- Full line of marketing services that extend our offerings to specifically meet our customers' needs.



Direxxis dmEdge 2 Reference Application - Windows Internet Explorer

http://dev02.hq.direxxismarketing.com/ri/flex/app/

Google

Direxxis dmEdge 2 Reference Application


Home | My Profile | My Orders | My Lists | My Account | My Reports | Help Center | Switch User | Sign Out | Dev | Admin | Dx Admin

NEW YORK LIFE

Marketing On Demand

Welcome, William

Welcome to **Marketing On Demand** (MOD): your one-stop source for proven, affordable prospecting solutions. To order any of our targeted prospect lists, lead generating direct mail letters, or personalized ads and brochures, simply click on the appropriate link and follow the instructions provided.



**PROGRAM SELECTION**

**Relationship Marketing System (RMS)**

Let 200 of your closest friends and contacts know that you are open for business and ready to help. (...more)

**Prospect Pipeline**

Choose a plan that gives you instant access to prospect names for as little as 6 cents per record. (...more)

**Bulk Order Postcards, Reply Cards & Brochures**

Delivered right to your door, these pre-printed, affordable materials make great prospecting tools. (...more)

**Create-Your-Own Mailing**

Send targeted letters and postcards to the right businesses, consumers or neighborhoods. (...more)

**Life Event Pay-Per-Lead Program**

Enjoy the latest leads from today's hottest sources: new homeowners and new parents. (...more)

**Market Specific Lists (Single Orders)**

Explore a diverse menu of prospects (doctors, retirees, etc.) and order your favorite list. (...more)

**Create-Your-Own Print Ads**

Spread your name and message throughout your community using these custom ad templates. (...more)

**What's New**

Find out what's new in MOD.

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#app=68e0&3dc3-selectedIndex=0 - Windows Internet Explorer

http://dev02.hq.direxxismarketing.com/ri/flex/app/#app=68e0&3dc3-selectedIndex=0

#app=68e0&3dc3-selectedIndex=0

Google

NEW YORK LIFE Marketing On Demand

Home

Welcome, William

### State Search

Select the desired state(s) by clicking on the map.

Instructions

To define your target direct mail recipients, click on a Search option to the right and then enter your search criteria. You may add many Selected Searches as necessary to define your target population. Be sure to enter your "Desired order quantity" into the box below you selected searches to limit the quantity of recipients to include.

WA, OR, ID, MT, ND, MN, ME, VT, NH, MA, RI, CT, NJ, DE, MD, DC, NY, PA, OH, MI, WI, IL, IN, KY, WV, VA, NC, SC, GA, FL, LA, AR, MS, AL, TN, MO, IA, NE, KS, CO, WY, UT, NV, CA, AZ, NM, OK, TX, AK, HI

Cancel Done

Previous Next

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# Marketing On Demand

[Home](#) | [My Profile](#) | [My Orders](#) | [My Lists](#) | [My Account](#) | [My Reports](#) | [Help Center](#) | [Switch User](#) | [Sign Out](#) | [Dev](#) | [Admin](#) | [Dx Admin](#)

Welcome, William

**Selected Program: Direct Mail, Consumer List, Women's Market**

1

Select Document

2

### Personalization Options

3

### Apply Selection

4

### Order Details

5

### Payment Information

6

Review Order  
and Submit

### Instructions

To define your target direct mail recipients, click on a Search option to the right and then enter your search criteria. You may add as many Selected Searches as necessary to define your target population. Be sure to enter your "Desired order quantity" into the box below your selected searches to limit the quantity of recipients to include.

### Available Searches

## Demographic Search

## Geographic Search

## State Search

## County Search

City Search

### Zip Code by State Search

## Zip Code By County Search

### Radius Distance Search

### Selected Searches

[illegible]

**Total Contacts:** ✓ 519

Desired order quantity (min: 200) ✓ 519

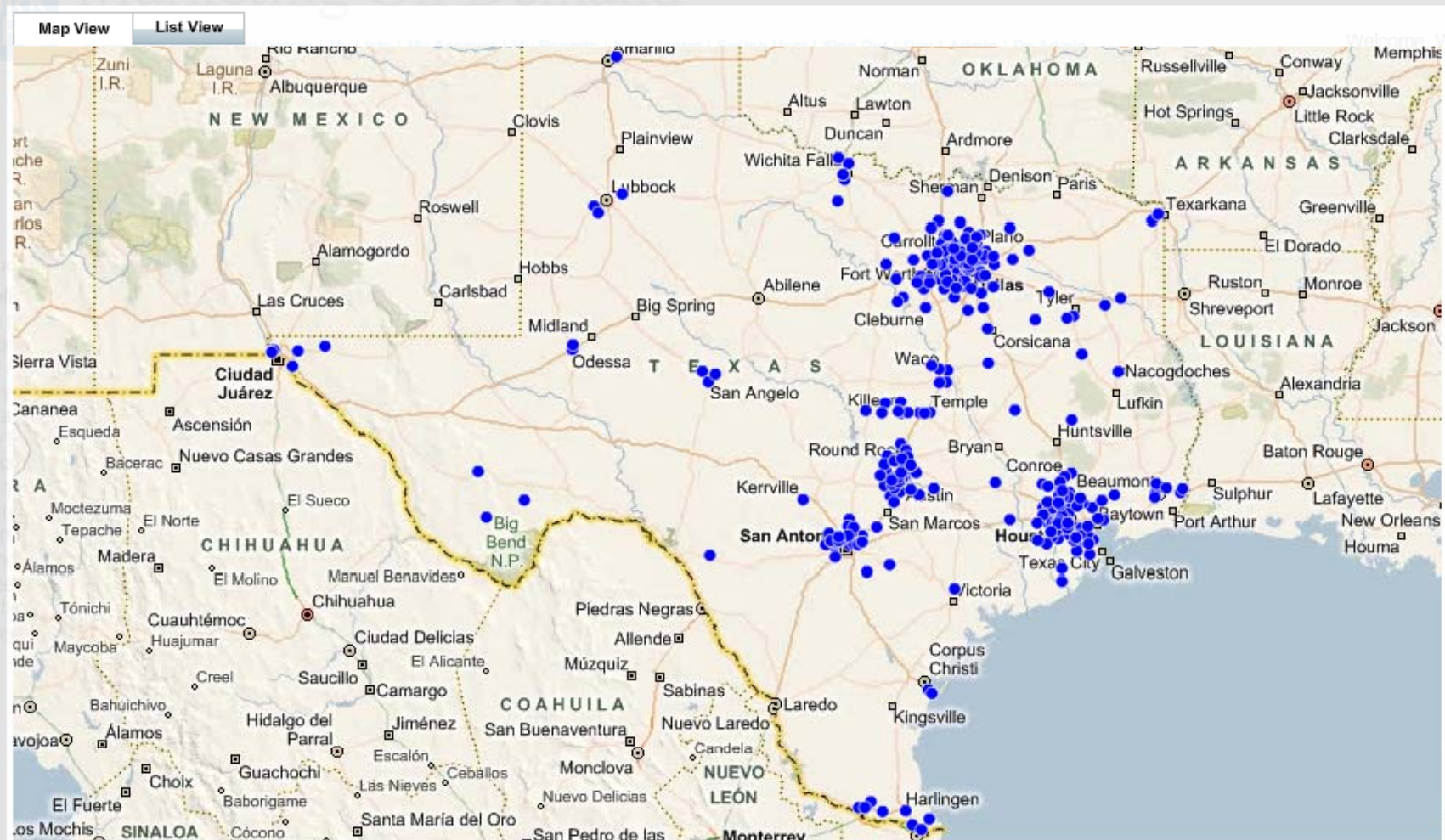
### Data Preview

[Previous](#)

Next



### Data Preview (Displaying 500 sample results)



Done

# Direxxis Overview

## *The Marketing Problem*

**SITUATION:** 2.5 years into the business, DIREXXIS was faced with a marketing issue that was impacting business development and needed to be addressed immediately.

**AUDIENCE:** Typically we are selling to group of decision makers: Marketing/Information Technology/Finance.

We were marketing our dmEDGE marketing solution based on our "Great Idea"- technological functionality within the solution.

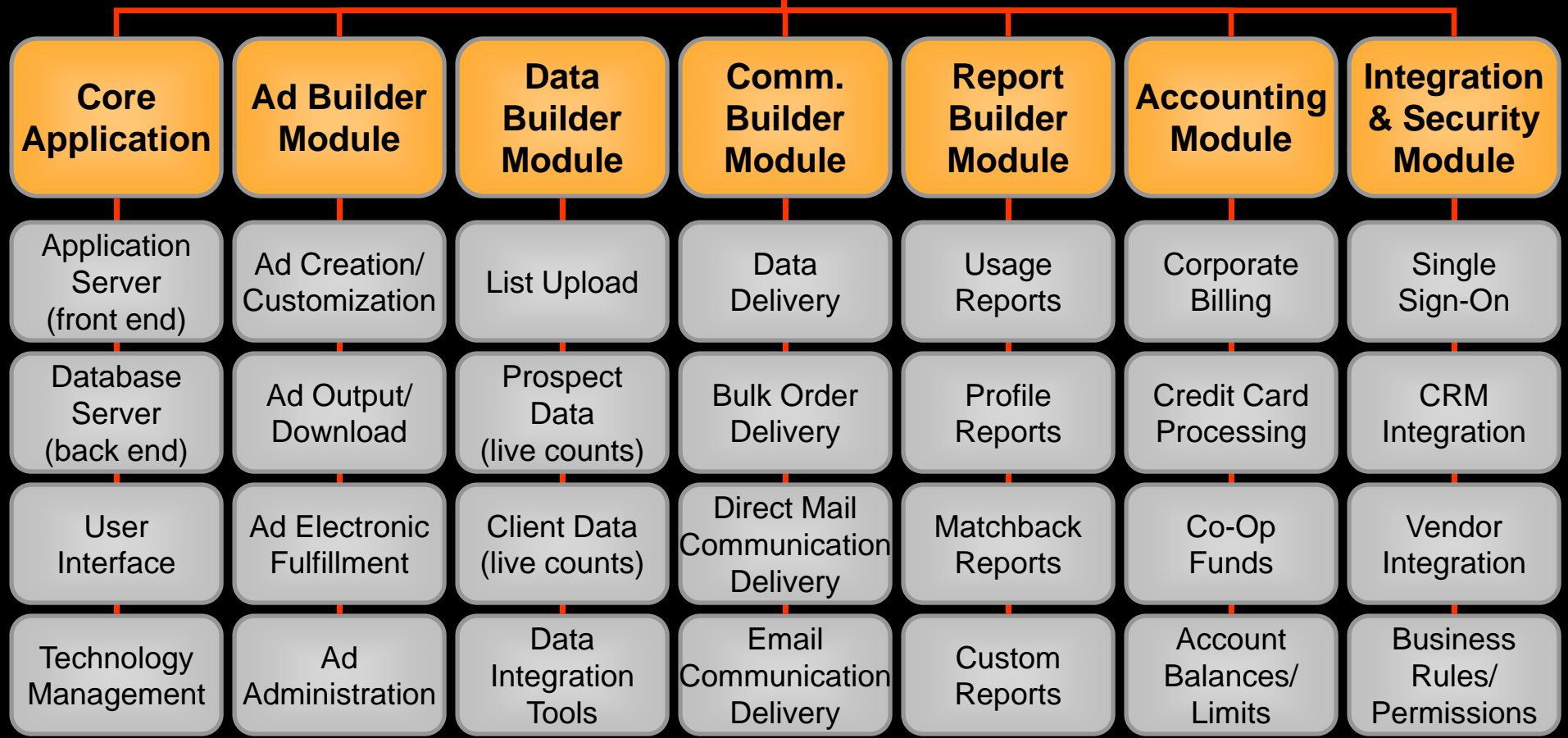
**PROBLEM:** We were confusing our potential clients during the sales process with too much functionality and no perceived "fit" for their business. No one understood what the technology meant for the business which also meant they could not sell the solution internally for funding and acceptance.

**SOLUTION:** We transformed our message to a high level summary of benefits and ROI Statements.

## dmEDGE Overview

### dmEDGE Solution Modules-THE MARKETING PROBLEM

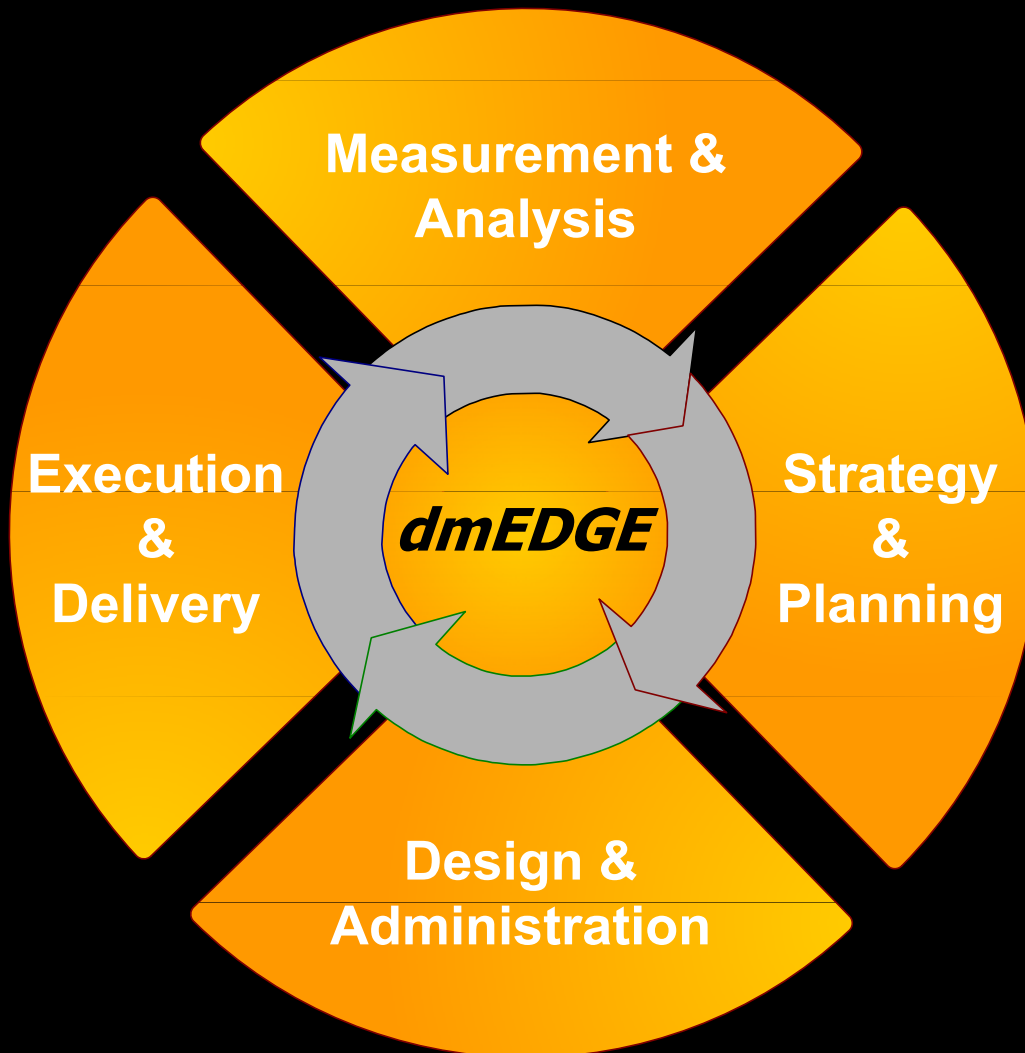
#### dmEDGE Marketing Portal Modules



#### dmEDGE Administration

## dmEDGE Overview

### dmEDGE Distributed Marketing Solution-THE MARKETING SOLUTION

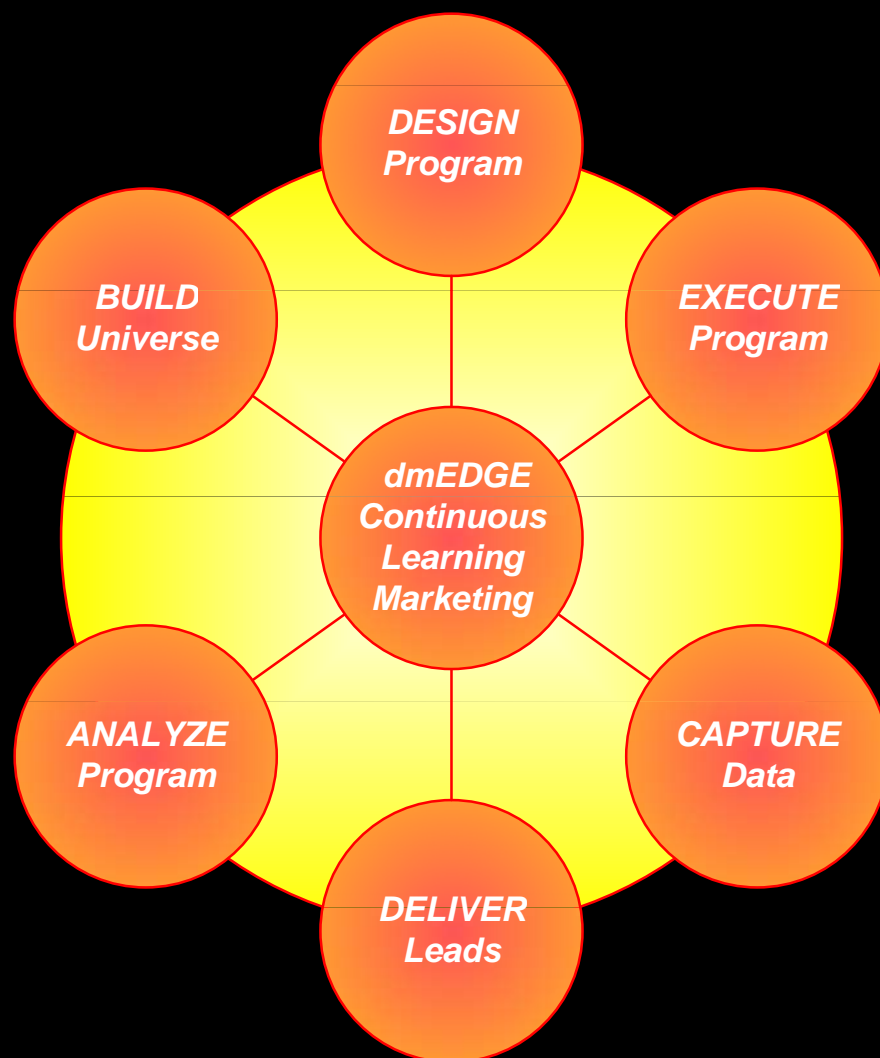


dmEDGE is a comprehensive marketing solution designed to support organizations with decentralized sales and marketing needs

- User friendly system designed for non-technical users
- Hosted web based solution required no client IT maintenance or support
- Turn key solution provides complete end-to-end programs
- Designed to be extremely flexible and configurable
- Rapid implementation plan

## dmEDGE Solution Overview

### Continuous Learning Marketing Model-THE MARKETING SOLUTION



#### Continuous Learning Cycle:

- Data and information flow allow roll out of successful marketing programs
- Continuous learning model designed to enhance programs as they mature
  - Increased program complexity
  - Decreased level of effort
- Results driven platform



## ***DIREXXIS MARKETING PROBLEM***

### ***How we solved the problem***

**Listening!!!.....Listening!!.....Listening!!**

**Prospect reactions/feedback**

**Customer surveys**

**Industry experts-Analysts**

**Lesson: Stick to the Business Model and listen to the market!**

**Remember: The technology is not the solution-it solves the business problem!**