

BEASLEY

DIRECT AND ONLINE MARKETING, INC.

REAL COMMITMENT. REAL RESULTS.



SEARCH ENGINE MARKETING • CONTENT • EMAIL • DEMAND GENERATION • SOCIAL MEDIA & PR • DIRECT MAIL • WEB DESIGN

"Today's advertising challenges mean you need a guru to guide you. Beasley Direct will always begin by listening to your goals, often helping to devise better offer configurations to improve measurement and results. "

— Jan Carroza,
Director of Marketing
Communications,
CSR Professional Services, Inc.

Real promises, real results for direct and online marketers.

At Beasley, we get measured on every project, and nothing makes us happier than hearing that you reached and exceeded your goals. Here are some of the ways we serve our clients through direct and online marketing.

Email Marketing—an art and a science

Email creative involves copywriting, design and personalization, using the data you possess about your audience's preferences and behavior to deliver highly targeted messages. The science encompasses list building and maintenance, familiarity with email transmission platforms, deliverability management, dynamic content, establishing the right time and day to email, and designing/coding for mobile.

Beasley has extensive experience in every aspect of email and marketing operations, on both the creative and executional sides. Our hundreds of engagements with marketers tell us what's working best in a changing landscape. Typically we are able to make dramatic improvements in opens, click-throughs, and conversions compared to the status quo.

We are well versed on executing on email and marketing automation platforms including Marketo, Pardot and ExactTarget (SalesForce Marketing Cloud), HubSpot, Act-On, and Silverpop (IBM Watson Marketing Cloud). As part of our email and marketing operations services we can work seamlessly within your existing platform, or help you choose and get set up on a new

50%

of consumer emails
are opened on
mobile devices.

Source: Yesmail

platform including: loading your data, setting up subscriber preferences, lead scoring, engagement engines, building complex nurture funnels, revenue engines, creating email templates, and integrating with your CRM or sales automation system.

Pay-per-Click Advertising—technology with a human touch

Beasley has been doing PPC advertising since 2002, a lifetime in Internet years. Our clients have included B2B and B2C and included: ecommerce, hardware, software, healthcare, and lead generation for financial services among many others. Our differentiator in this highly automated medium is the human factor—we have the skill, experience and instinct to test ads and keywords, and use the tools in a way that maximizes your results while keeping you on budget.

We have clients who spend \$1,500 - \$250,000 per month on pay-per-click. Each gets personal service from a senior person and not just an auto-generated report at the end of the month. Our philosophy is to “never settle” and continually test, because the marketplace is always changing and there is always room for improvement.

Search Engine Optimization—you get what you pay for

Organic Search Engine Optimization (SEO) will make your site more visible to search engine users who are actively engaged in seeking information about products and services like yours. Contrary to popular belief, SEO isn't “free.” It takes deep analysis and lots of elbow grease, on your part and ours, to ensure content is properly presented for discovery. It also takes an awareness of the constantly changing requirements of the search engines as they strive to provide the best possible results for their users.

We typically start an SEO engagement with an audit of technical factors that make content available to the site crawlers (or “spiders”) used by search engines, and a language and keyword audit to make sure your terms and topics match the interest of your desired audience. We also help you build quality inbound links to your website through outreach to industry thought leaders.

Workshops and Training- a passion for education

In addition to executing best practices for our clients, we also teach them. Our team includes educators at universities and trainers at respected local and national certification programs such as the Direct Marketing Association, the Online Marketing Institute, and university extensions. Beasley's training curriculum covers every aspect of online and direct

70%

of websites weren't mobile optimized and thus lost search visibility under Google's new algorithm, released in April 2015.



“Beasley is a special agency that gets the value of being a true partner with their clients. Having the ability to see where clients need support and helping to train the client’s staff on new and best practices for outbound promotions is where Beasley excels. Not only did they deliver creative, powerful and effective campaigns, they became part of our team, working hand-in-hand to achieve our revenue goals and delivering high ROI for each campaign. Their ability to understand our customer’s experience and voice, and then turn that into compelling stories that touched the customer, was never achieved with other agencies we used. I highly recommend Beasley as an agency partner, and as a resource for achieving your company’s demand gen goals.”

— *Katherine Van Diepen,*
Worldwide Director of
Marketing Communications,
Anritsu Company

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7 to 13
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qualified lead.

marketing, and many of our clients sign up for our courses or bring us into their company to do on-site training. In addition, whenever we execute a project we are more than happy to provide a “mini course” in which we explain why we do what we do, cover best practices, and help your team learn how to do better marketing in the future.

Direct Mail—the most responsive of all media

Beasley started as a direct mail agency in the 1990s, focused on lead generation for high tech marketers. We’ve continued to employ direct mail as a key component of our campaigns because of its responsiveness, its track-ability, and the spacious platform it provides to tell a compelling story.

Compared to other marketing channels, direct mail can yield higher conversions and thus higher ROI. Our sweet spot is lead generation direct mail for complex technical products, but we’ve successfully applied the same principles to products from solar, to financial services and healthcare. Ask us to help strategize your next direct mail campaign.

Content Marketing—because knowledge is power

All marketing involves content—but not all content is effective marketing. You must provide objective information that is useful to your audience and relevant to the issues they are facing. Do this conscientiously and you will generate confidence and trust that leads to lasting relationships. As a nice bonus, you’ll also get lots of attention from Google, which increasingly focuses on quality content in its search algorithm.

Beasley has been doing content marketing since long before there was a thing called content marketing. With so many technical companies spouting jargon and raw stats in their advertising, we advised our clients to address their customers as people. We provided tech guides and web resources that were so useful, a prospect would happily engage to access them by entering into a sales conversation. Let us show you how to turn your stored knowledge and experience into content marketing.

Demand Generation—filling the sales pipeline

It can take 7 to 13 “touches” to generate a qualified lead for the complex, high-ticket products and services typical of technology companies. We can help you generate initial response, then condition your leads through multichannel contacts that might include direct mail, email and phone. The prospect becomes more educated, and more interested, as time goes on.

We can also delight your sales force by delivering preconditioned top quality leads while staying in contact with less-qualified prospects at marginal cost as they move up the quality ladder. It’s a best practices formula which has worked for many marketers in a diverse range of industries.

Lists—why Beasley should be your broker

Beasley has been providing lists for our clients for more than 25 years. Since we are judged on numbers for the success of our campaigns, we'd rather consult with you to make sure your lists are as good as they can be vs. working with third party lists of unknown quality. If lists are all you need, we can work with you as a list broker on an ad hoc basis.

You can save effort and avoid duplication or missing pieces in your audience strategy by asking us to act as your broker, researching and coordinating your list selection. Let us handle the details of contacting owners, verifying list integrity, and the rest. Best of all, it costs no more to rent lists through us than to get the same lists on your own.

Copywriting and Design—the ultimate user interface

Do words and visual composition still make a difference in an era of multivariate testing, automated campaign management and big data? Of course they do. No matter how complex the underlying technology, copy and design are still the way your audience accesses and processes your message.

Our team includes senior pros with long experience in classical direct response as well as experts in today's newest multi-channel tools. They excel at guiding the prospect's journey from initial engagement through discovery and conversion to a sale or lead. We use words and images to educate, excite and motivate.

Online and Print Advertising—how to get noticed in a crowd

Display and print advertising, regardless of the platform or publication, has to work harder because the prospect isn't necessarily looking for what you have to sell. To draw their attention you need great, interruptive creative and an airtight media plan.

Beasley's creative is effective because it's on message and highly engaging. But you need more than recognition—you need results. Every Beasley ad is a direct response ad. It includes a call to action and a powerful reason to take that action. We help you simultaneously draw new customers, support existing campaigns and build your brand.

Social Media—it matters who's in the conversation

Our clients achieve success in social media through a three-step process. We understand who are the thought leaders and influencers in your space, and what content they are looking for. Then we begin to engage with the community by offering useful, nonpartisan information. Only after this "courtship" do we have the right to present your product or service in a measured way.

300%

That's how much we improved one client's response rate simply by substituting our copy for theirs.



“Focus Product Design presented Beasley with the challenge of reducing spend on PPC advertising while maintain lead quality and lead flow. Beasley was able to achieve a 50% reduction in PPC advertising spend while maintaining both quality and quantity of inbound leads.”

— *Andrew Cain,*
Product Marketing,
Focus Product Design

We also help you listen to your audience to make sure your messages resonate with the decision makers you want to reach. We analyze social media traffic to your website to give you a full view of how it ties into sales or other metrics. And we help you optimize your website so it becomes part of the social media ecosystem, with sharing features for visitors who want to repost your content.

Web Design and Optimization—putting creativity in the code

A good web designer is both an artist and a technician. They must be skilled in communicating ideas visually, with a tone and level of sophistication that meets the expectations of your audience. They need to be able to translate their ideas into pixels and the RGB color spectrum, and to adjust their designs for a variety of screen sizes and formats. They need to stay up to date on the latest coding languages, web usability trends and electronic creativity tools, and be able to push the design envelope without breaking the underlying code or straying from your site’s mission.

At Beasley, you’ll find web design that meets all these requirements. We can design your entire site from scratch, or provide top-level pages as templates for your in-house team. We can also create a website in WordPress which can be maintained by your internal content creators.



Web Analytics—the meaning behind the numbers

A wealth of data is available on the people who use your website, and Beasley can help you read it in a way that furthers your business goals. Many marketers think of this process as “analytics reporting,” but the real value comes in the way data is defined and then linked prior to producing your reports.

We are a Google Analytics Certified agency and have been analyzing Google results from the turn of the century (when it was called Urchin). We start our process by understanding your business goals and your sales cycle as well as needs for your website which go beyond marketing. We can then recommend the most meaningful data and reports, set up your tracking, and train your staff on how to use analytics going forward.

Landing Pages—the gateway to engagement

Beasley designs one or more landing pages for virtually every campaign we work on, and we also optimize existing landing pages. We believe a good landing page should meet the expectation set in your marketing, repeat your offer and expand on its benefits, and make it easy to take advantage of that offer, right now.

Generally you should do all the above in as few words as possible and with fast-loading, compelling graphics in a device-friendly layout. Landing pages are not the place for an extended conversation; as the name implies, they are where your newly minted leads touch down before moving on to a deeper relationship and future communications from you.

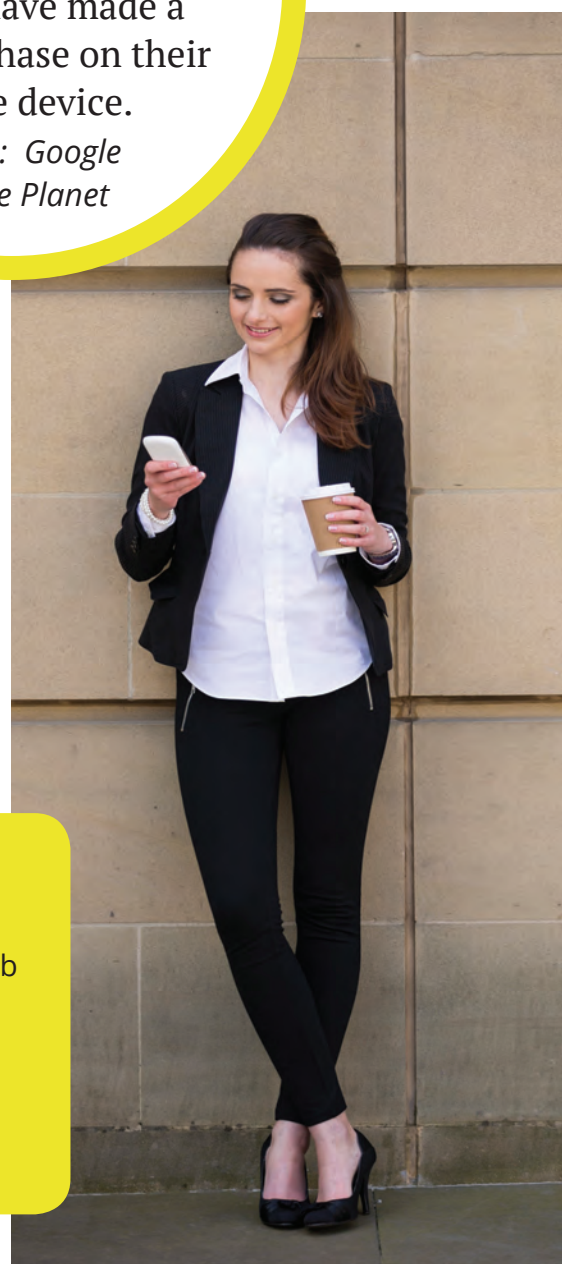
Mobile Design & Optimization—future-proofing your marketing

Soon the majority of web visits will initiate on mobile devices, and mobile devices are increasingly the primary platform for many users. Already, the lack of mobile friendliness can cost you clicks, customers and dollars. A properly constructed and mobile-friendly site can build a business through click-to-call, localization and other mobile-specific services.

If you're just getting started in mobile, we can help you design and build a site that follows best practices in responsive design and will serve you well for years to come. If you need to upgrade your existing site, Beasley can show you the problem areas and give you tactical suggestions to fix them quickly while making sure new pages and campaigns are mobile-friendly.

Public Relations/Influencer Marketing—owning the conversation

Successful public relations establishes your visibility, authority and credibility among the stakeholders and influencers important to you. We can promote your voice through content creation, forge relationships with key journalists, and guide company leaders in presenting a consistent and compelling story. We also monitor your market space to ensure your message is heard and your image is a positive one.



And now it's your turn.

Tell us what Beasley Direct and Online Marketing can do to make your job easier and grow your business.

Call (408) 782-0046 ext. 21
to reach Laurie Beasley.

Or email info@beasleydirect.com

Our clients

Beasley client experience spans business-to-business (B2B) and business-to-consumer (B2C) products and services, and includes some of the world's largest companies as well as startups and middle market companies building market share in their niches. What all our clients have in common is a dedication to innovative marketing. We're proud to help them achieve their successes. Below is a list of industries we specialize in:

- Business Products and Services
- Consumer Products and Services
- Financial and Insurance Products and Services
- Healthcare, Biotech, and Pharmaceutical
- Technology Products and Services

Awards:

Caples
Summit
MarCom Creative Award
Echo Bronze
Echo Leader
Golden Pyramid
Pioneer
Communicator
Echo Finalist



REAL COMMITMENT. REAL RESULTS.

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