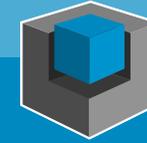


# Relevance drives Revenue



BirthdayProspecting™

Bring *THEIR* celebration to *YOU!*

Get *MORE* Customers by Sending Them the *RIGHT* Offer, at the *RIGHT* Time.

## What's in a Name?

People simply respond better when addressed by name and with a message tailored to them. Now you can send personalized postcards that feature your customer or prospect's first name in the headline - a headline you can tailor for each audience!

## The Right Message

Simplicity is the key to success. Our marketing and design team will help you craft a message, offer and image that distinguishes your business and drives higher responses rates. Period.

## Internet-Enhanced Direct Mail

According to a 2006 Direct Marketing Association study, 42% of direct mail recipients prefer to respond online. Personal web pages make it easy for your prospects to engage you online- and for you to capture them early in the buying cycle.

**Ex:** [www.CelebrateWithUs.com/YourName](http://www.CelebrateWithUs.com/YourName)



## Personal Web Pages enable you to:

- ⊕ Engage respondents with relevant content
- ⊕ Continue your "personal" conversations online
- ⊕ Capture online responses
- ⊕ Generate highly qualified leads
- ⊕ Enjoy measurable ROI

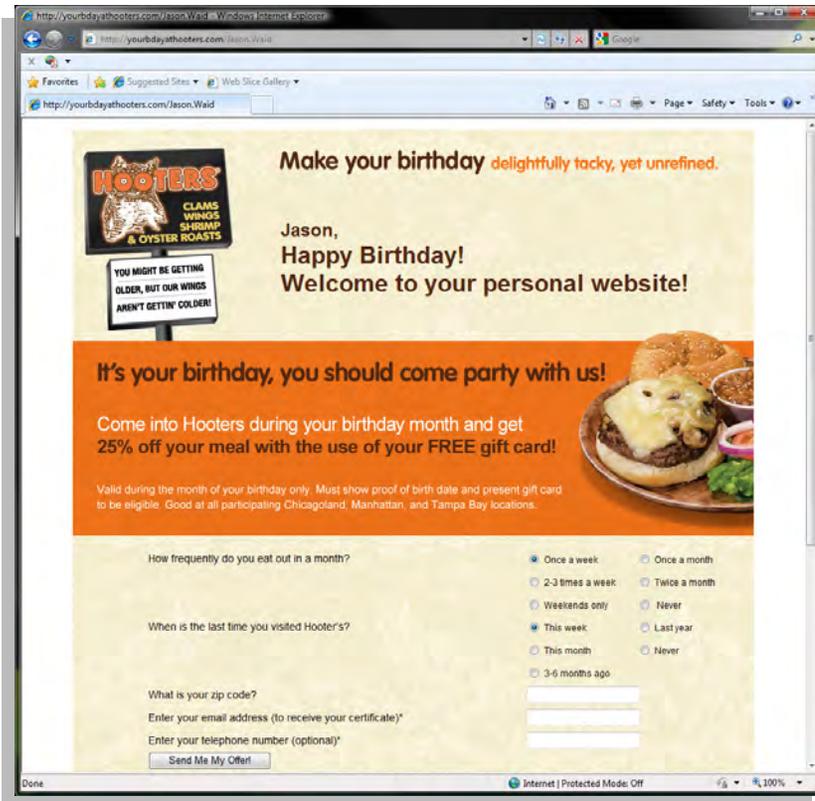


# Become Relevant

and you *WILL* connect with your audience!

## Convenient Execution

You can launch your mailing in five minutes from anywhere, at any time, with 24/7 online access. You can schedule postcards for immediate printing and/or schedule a full year of campaigns. You can select a mailing list or upload one. You can mail to as few as 100 or as many as 10,000. Your postcards can be printed, packaged and delivered to the post office within 2 business days!



Personalized Webpage

## Measurable ROI

With our Results Dashboard, get detailed, measurable results on your campaign. Accessible on the web in real time. You'll know how many of your targeted prospects visited the landing page; you'll have details for each survey respondent and even have access to audio recordings of all inbound calls generated by the campaign.



Personalized Postcard

## A Comprehensive Solution

We can design a personalized marketing program around your specific business objectives, to create a truly integrated lead-generation campaign.

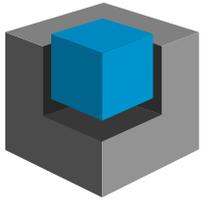
Your prospects personal web page can:

- ▶ Include surveys to pre-qualify your leads
- ▶ Send promotional information or offers instantly
- ▶ Automatically deliver qualified leads to your sales force

The result? A more robust sales pipeline!

"Over that last 50 days, we have sent out a total of 5500 birthday postcards and are currently tracking a 7% response rate! So far, this has been the best 1 on 1 marketing we have ever done and we are very pleased with the early success. What a great way to target our potential customers every month!"

Denise Williams Chief Marketing Officer  
The Original Hooters Corporation



# BirthdayProspecting™

Powered by OpportunityKnocks

Combine the effectiveness of laser-focused direct mail with the efficiency of the internet to drive higher response rates and deliver a measurable return on your marketing investment!



## Pick Your Prospects

Use profiling to identify prospects who have the highest likelihood of buying your product or service in the near future.



## Design a Custom Campaign

Get results with a campaign our team of professionals designs especially for you.



## Print & Mail with Ease

Place an order for 100 or more and, in as little as 48 hours, we'll digitally print brilliant two-sided, full-color, UV coated postcards that include each recipient's first name, your customized headline and first-class postage!



## Interact on the Internet

Build relationships and interact with prospects through personalized web pages that collect valuable information in a simple, non-threatening way.



## Stay on Track

Track every marketing dollar you spend via web responses and phone calls, and make immediate adjustments as needed.

## The Results Speak for Themselves!

### Higher Response Rates

Direct mail and web personalization lead curious prospects to go online and respond to premiums, incentives and offers almost immediately.

### Increased Effectiveness & Efficiency

Time-sensitive fulfillment enables you to contact your most likely prospects at the times when they are most likely to buy.

### Invaluable Information

Personalized web pages garner impressive amounts of pre-qualifying data and information, telling you precisely what you need to know to customize your follow-up strategy and turn prospects into customers.

### Measurable ROI

Real-time online reporting tools allow you to measure results and quickly make adjustments to your campaign, if necessary.

**Territories ARE Limited.  
Call Us Today!  
866.319.7109**

[www.BirthdayProspecting.com](http://www.BirthdayProspecting.com)