



Direct marketing services

Deadline: 11.02.2010

Hall: _____|

Scholz direct

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Trade Show Success with Direct Marketing

The success of exhibiting at a trade fair not least depends on careful preparation and targeted follow-up activities. Richard Scholz GmbH can offer you the complete service package. Benefit from our expertise and experience in canvassing for trade fair custom in a focussed and targeted manner! For more information, go to www.scholz-direct.de.

Get ahead of the competition with Scholz Direct:

Benefit from our highly favourable terms and expert advice. Choose from three tailor-made packages (minimum order value: 350,00 EUR) and pick the services that best meet your requirements. We take care of everything both prior to and after the trade fair– swiftly, flexibly and at top-grade quality. Give us a try!

Package A – Trade Fair Invitation: Don't leave it to chance!

This package comprises: addresses from relevant databases, design, production and dispatch (Lettershop) of your mailing, telephone marketing to arrange business meetings during the trade fair.

Package B – Trade Fair Follow-up: Put your new contacts to good use!

This package comprises: design of a follow-up mailing, data collation of trade fair contacts, production and dispatch of mailing (utilising individual channels of information if requested), follow-up telephone marketing.

Package C – Email-Marketing: Direct access to all your customers!

This package comprises: stand-alone email campaigns to carefully selected target groups, market research/promotions, personalisation and/or live evaluation of campaigns. Email campaigns are by far the most efficient way to launch a new product or to attract visitors to your exhibition stand. We can select target groups from our extensive lifestyle-database to identify your potential customers with utter precision. Email marketing can also help to promote new products or special events at your exhibition stand – swiftly, inexpensively and highly effectively.

_| ***Yes, please get in touch with us. We would like to learn more about your range of services***