



COMPANY

PROFILE

2010

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**d.trio marketing group**

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Company Overview

d.trio marketing group is a full service marketing company specializing in direct channel marketing. We deliver marketing that will work harder for you, because we work harder for you. Experienced professionals form the core group from which strategy and creative direction for programs is developed. Additionally, if you hire d.trio you'll receive:

- Expertise in and knowledge of multiple industry services, products, and systems
- Deep experience developing and executing marketing strategies and tactics, as well as collateral and image materials
- Flexibility and responsiveness—a high level of service regardless of the size or scope of your project
- Complete program management of your marketing programs (or collateral needs) from strategies and creative through mailing and back-end analysis of mail programs

At d.trio, we also understand the stringent deadlines that you deal with and can react quickly to meet your requirements. Our business brings together strategic marketing and targeted creative, which results in truly integrated marketing programs executed on time, within your budget.

Working with d.trio, you'll not only receive strategic, high quality creative, but also strong print, production, data and program management expertise. You'll benefit from our experience, which gives us unique insights into financial marketing programs—helping us to identify potential issues or opportunities early on.

Our goal is to help you exceed your marketing objectives by providing you with a team of people who bring together unique business perspectives to create successful marketing programs. We create the team with resources tailored to your unique program, enabling us to offer you a high level of service.



Creative & Strategic Services

At d.trio marketing group, we deliver stand-out creative built on sound strategies. We've created and managed thousands of marketing programs, combining strategy and creative to produce more effective campaigns.

Drawing on many years of marketing experience, we help our clients define strategies to market their products and services to their customers or prospects. Then, we create designs that enhance these strategies and are meaningful to the recipient—making the marketing programs highly effective. Whether you are trying to acquire new customers, activate and keep current customers, redefine or elevate your brand and image or cross-sell products, we can help you develop the strategic and creative approach that speaks to your audience and is best for your business.

- **Creative Services**
 - Direct Marketing packages
 - Collateral systems
 - Statement inserts and print advertising
 - POS and large format graphics (trade show booth, banners, posters, etc.)
 - Logo and identity/branding
 - Websites, electronic communications, banner ads, landing pages etc.
- **Marketing Strategy Development**
 - Overall campaign strategies/marketing plan
 - New product positioning and launches
 - Mature product marketing
 - Email marketing
 - Consulting

Strategy & Creative Development Methodology

In order to accomplish the goals of any marketing program, a development process which is highly interactive is crucial. We recommend that regularly scheduled meetings or conference calls be set up between the key client contacts and d.trio marketing group. This helps us maintain schedules and complete projects in a timely manner. Following is an example of how the development process works:

- **Kick-off and Gather Information:** An initial kick-off meeting with key participants from the client and d.trio (including our strategists, creative and copy writing personnel) is the first step. During this meeting we review and clarify the objectives for the program, prioritize the potential components of the campaign, develop a general timeline and determine the next logical steps. An important aspect of the initial meeting is information gathering—research findings from the client and other sources, compiling a list of potential contacts for interviews and/or surveys (if appropriate), etc. The goal of this meeting is to determine critical elements and launch the overall campaign development process.
- **Develop Outline:** Next, d.trio studies the research, speaks with recommended contacts and uses other pertinent information, as determined in the meeting, to develop an initial outline of the high level strategies and tactics for the plan document. This outline is then reviewed with the client for approval. At this point, a competitive analysis of the client and its competitors in the industry should be developed (if it's not already available) to highlight key insights and unique selling propositions.
- **Refine Plan:** With the outline and results of the competitive analysis as our guide, a plan is developed detailing final objectives, tactics, opportunities and constraints. This plan is used as a guideline for a discussion between the client and d.trio.
- **Devil's Advocacy Process:** Before beginning the creative execution, all elements of the plan undergo an intensive critique and final review. The primary purpose of this step is to identify missed opportunities and eliminate any potential flaws, errors or issues.
- **Brainstorm/Present Creative:** The next step involves internal brainstorming at d.trio to develop the preliminary creative direction and messaging across all direct mail, collateral and other marketing components. Several creative directions, concepts and comps are developed at this time and presented to the client. Once a creative direction is chosen, detailed designs of key marketing elements with copy are developed. We then present boards of the final recommendations for program components and/or present in electronic form—showing creative look and tone for all key elements.

Strategy & Creative Development Methodology

Continued

- **Refine and Execute Tactics:** The programs and program tactics are then refined, produced and mailed. Where possible, marketing or tracking codes are prominently placed on the response mechanisms to assist with back-end analysis of the responses through multiple channels. A few examples of tracking mechanisms: unique customer/marketing code on all printed materials, different phone, fax numbers or extensions to call, separate splash page for the website, etc.
- **Results:** The response data is analyzed at the end of each program to determine the success of the list, offer and creative. Based on these results and any other available feedback, recommendations for refining future mail programs are made.
- **Ongoing Communication:** A high level of communication is crucial to the success of any marketing program. The process described above allows for efficient, ongoing communications and decision making and facilitates the success of completing the projects. It can be executed as quickly and efficiently as necessary to work within tight timeframes.



Data Management

The efficient management of your data can mean the difference between a successful program and one beset with problems. Whether you are sending an important communication to your customers or trying to attract new customers or clients, it is crucial to be able to get the message to each person accurately and on time. The process can be very complicated.

At d.trio marketing group we understand the data management process inside and out and can guide your project through it—from up-front customer and prospect profiling to back-end analysis. As a result, your program starts with a targeted list that has clean, mailable records and in the end you learn from each program through well-executed testing of different elements. We will work to clean up inappropriate terms from your client database and eliminate duplicate records, find the maximum postal discounts, test creative packages and messages, and provide analyzed results back to you to refresh your database.

Data Processing List of Services

- Data appending (demographic, psychographic, cluster products, etc.)
- Merge/purge, duplicate elimination, suppressions (national files such as the DMA mail preference and Prison suppression files available)
- Address standardization (CASS) and presort
- Data cleansing—custom term cleaners
- Reports—audits and analysis
- Data profiling and modeling
- Response analysis
- Custom programming
- Database design and development



Printing & Production Expertise

Once the design has been developed for a marketing program and the data processing is completed, it's crucial to understand the details of the printing and production processes. There are many steps taken to ensure that the printed piece is of the highest quality and delivered on time.

At d.trio marketing group we have quality control processes in place to anticipate and catch potential issues. For example, we review (and have our clients review) data specifics at different points, employ proof readers, produce match-prints and attend press checks, print and check live laser and inkjet images before mailing, and create letter shop sign-offs prior to sending a program into the mail stream.

We let you know these milestones through a production schedule that is developed at the beginning of each program. At d.trio, we can be as responsive as you need us to be. Our outstanding relationships with our vendors allows us to produce accurate scheduling and turn-around estimates. Great communication with you and our vendors is an important part of the process and we tailor our communication style to fit yours. We're here to make your life easier.



Client List

- Advanta
- Alerus Financial
- Alliance Bank
- American Century Investments
- American Red Cross
- Bremer Bank
- Citizens Bank
- Conseco Corporation
- Deluxe
- eFunds
- Elan Financial Services
- Enterprise Builders Corp.
- Gates McVey Builders
- Gateway Bank
- GE Money
- Instant Cash
- Mackay/Mitchell Envelope
- MidCountry Bank
- Minnesota TV and Film Board
- MRC/Nevada Mutual
- Remedy Medical Systems
- Rockland Trust
- SunTrust Banks, Inc.
- Synovus
- Target Corporation
- TCF Bank
- U.S. Bank
- University of Minnesota
- Voyager Financial Services
- Wells Fargo
- WhisperPhone



Additional Information

- Privately held, established in 2000
- Inc. 5000 list in 2007 and 2008
- 50 Fastest Growing Companies in Minnesota list in 2005, 2006, 2007 & 2008
- Certified WBE (woman owned business)
- Member DMA (Direct Marketing Association)
- Based in Minneapolis
- ECHO Awards judges 2005, 2006 & 2007
- Awards – ARC, Summit Creative, ABA Marketing, SouthStar, AMY