

# How Does the .COMplete pURL Service Work?



**COMplete**  
**pURL**



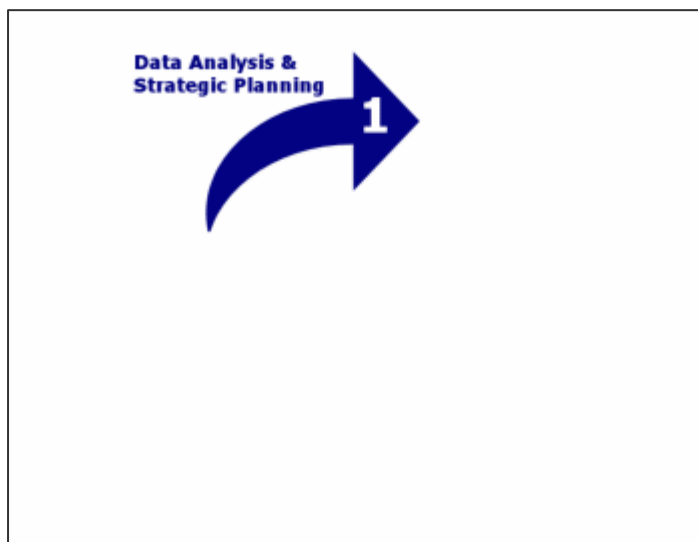
## How Does The .COMplete pURL Marketing Service Work?

As the name implies, the .COMplete pURL marketing service offers a *complete service*, intended to take your campaign

- from planning
- to designing
- to executing
- to tracking
- to improving



### Stage 1 - Data Analysis & Strategic Planning

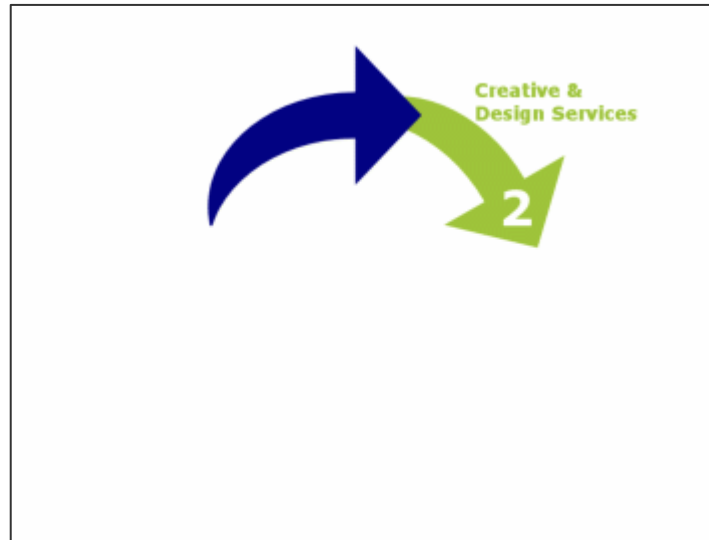


Each .COMplete pURL campaign starts with a thorough data analysis and strategic planning session. We outline the goals of your purl marketing campaign and determine exactly how those goals will be achieved. We also review the prospect and/or customer data you currently have and discuss the data you still need. We'll decide how your current data will be incorporated into your purl campaign. And we'll assess the steps for using your purl campaign to collect the additional desired data.

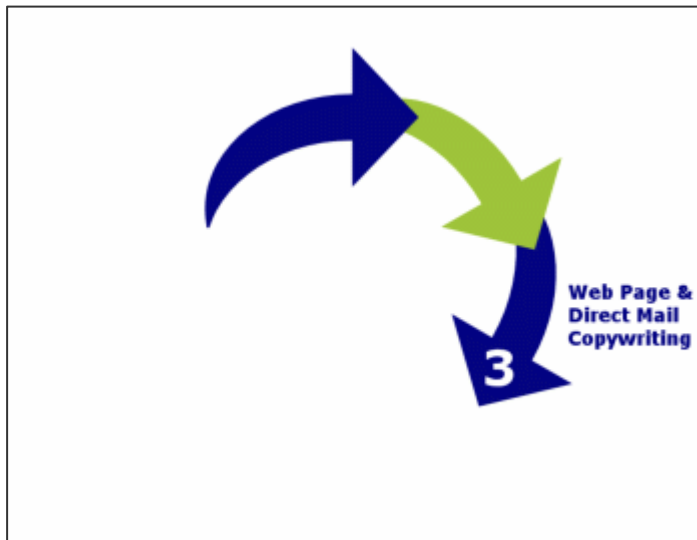


## **Stage 2 - Creative & Design Services**

As you probably already know, the success of direct mail and internet marketing relies heavily on the look and feel of your marketing piece. During the creative and design services stage, our graphic artists design a campaign that is perfectly suited to grab the attention of your target audience. One of the greatest benefits of a purl campaign is that it allows us to provide different graphics, different styles and different content to different members of your audience.



## **Stage 3 - Web Page & Direct Mail Copywriting**

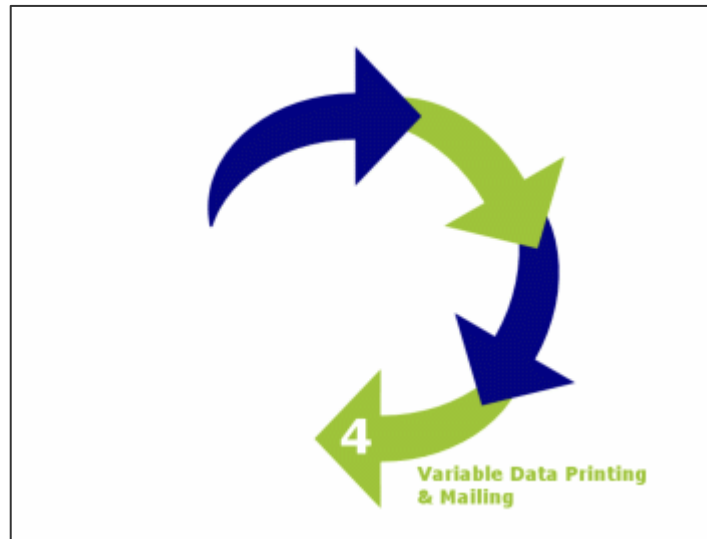


I'm sure you'd agree, a large percentage of your direct marketing response is dependent on the copywriting. Again, by utilizing personalized urls, we're able to bring different messages and different wording to different prospects. Every customer or prospect can be taken to completely customized web pages with messages personalized just for them. Our professional copywriters will utilize time honored copy techniques proven to pull in responses.



### **Stage 4 - Variable Data Printing & Mailing**

Thanks to today's technology, variable data printing allows us to extend the personalized messages into the print media as well. Each prospect receives a direct mail piece customized especially for him. Who can help but take notice and react when they see their own name in print?! In fact, it's this variable data direct mail piece that is used to drive the prospect to his personalized url.



### **Stage 5 - Web Response Tracking**

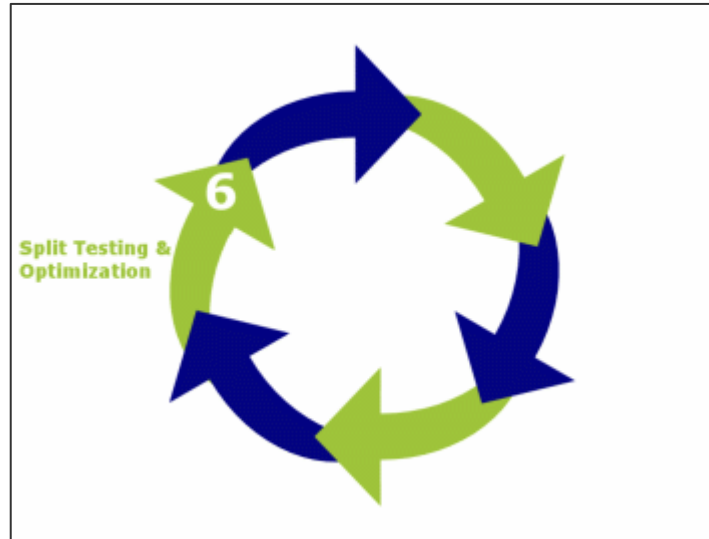


The .COMplete pURL marketing system allows us to track and measure campaign response rates. Which of your prospects have visited their personalized urls? Which ones are ready to move on to phase 2 of the campaign? Which ones need an extra nudge? The .COMplete pURL web response tracking allows us to make intelligent campaign decisions based on real-time data.



## Stage 4 - Split Testing & Optimization

The beauty of the web is that it allows for easy and immediate split testing and on the fly page changes. This optimization technique is expertly extended to your purl campaign templates to ensure the highest campaign response rates possible.



## Moving On To Phase Two...

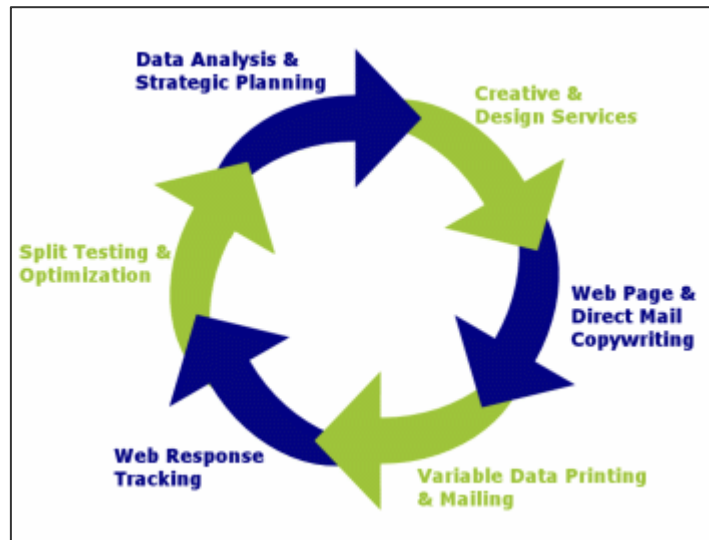
The .COMplete pURL marketing service coordinates perfectly with a three-phase direct mail campaign. When using a three-phase approach with your purl campaign, we complete the 6 stages outlined above, then it's back to stage one, with an analysis of the new data captured during the first phase of the campaign. We then move on to...

- Creating & designing additional purl web templates for phase 2 of your campaign...
- Writing more copy...
- Printing & mailing the phase 2 direct mail pieces...
- Tracking the new responses...
- Split testing & optimizing...
- Then we move on to phase 3.



## Request A .COMplete pURL Demo

Still not sure if the .COMplete pURL marketing service is right for you? Request a demo today! Visit us on line at <http://www.CompletePurl.com> or give us a call at (317) 490-0176.



**Request your .COMplete pURL Demo TODAY:**