

# CDMG Case Study: Newsalog Breakthrough

Response rates skyrocket, thanks to new marketing format: retromarketing!

In direct mail, marketers have a variety of formats to choose from. These include:

- traditional #10 envelop
- odd size envelop
- hand written envelop
- bulk mail
- magalog
- bookalog



and many variations of each of the above.

All these formats work today and compete with each other.

One CDMG client over the last 15 years has tried almost all these formats on their profitable marketing campaigns.

But multiple mailings to the same names reduce response over 1-2 years. So something new is always needed to command a prospect's attention and generate a new client.

We know a new mail format can reenergize your marketing powerfully...

## The Challenge:

This client turned to Creative Direct Marketing Group (CDMG) to innovatively boost their response to:

- Increase their subscription base
- Stand out from their competitors
- Cross-Sell additional products
- And bring in millions of potential new revenue

The challenge was that this company had struggled to beat their direct mail control that was declining in response. So CDMG created a new, disruptive direct mail format to:

- Cut through the clutter
- Position them as an authority in their field
- Speak directly to the prospects most pressing concerns
- Deliver to them in a format that is familiar, while new as an advertising format
- A format no one else in their vertical market was using

The CDMG team took the client's old "magalog", or magazine style format that had been used for years, and turned the copy and art into a mock newspaper.

This advertorial style format conveyed a sense of newsworthiness about the company and its product, demanded potential customers' attention, and most

importantly, dramatically increased our client's sales.

## The Results:

1. An increase of 17% in response generating more customers and a superior ROI... Plus less cost in production

2. Huge potential for a massive amount of cross sell revenue

3. In one year over 50,000 new paying customers were added because of the new format

## The Bottom Line:

Test a new format... like a newsalog.

Call us about starting a direct mail campaign or changing up your format - maybe even a newsalog. The ultimate is retro marketing success.

## FREE 30-Minute Marketing Consultation

CALL CDMG:  
(310) 212-5727

Your company can experience similar success with your next direct response campaign, whether it's mail, print, online, video or broadcast.

Call or contact Creative Direct Marketing Group now at (310) 212-5727 for a FREE, no-obligation, 30-minute consultation.

Craig and his team of professionals will give you several ideas you can use immediately to get more profitable results from all your advertising and marketing.



Health field magalog vs newsalog



Newsalog for investors