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Direct Marketing in K-12: Increase Your Sales thru Proven Marketing Techniques

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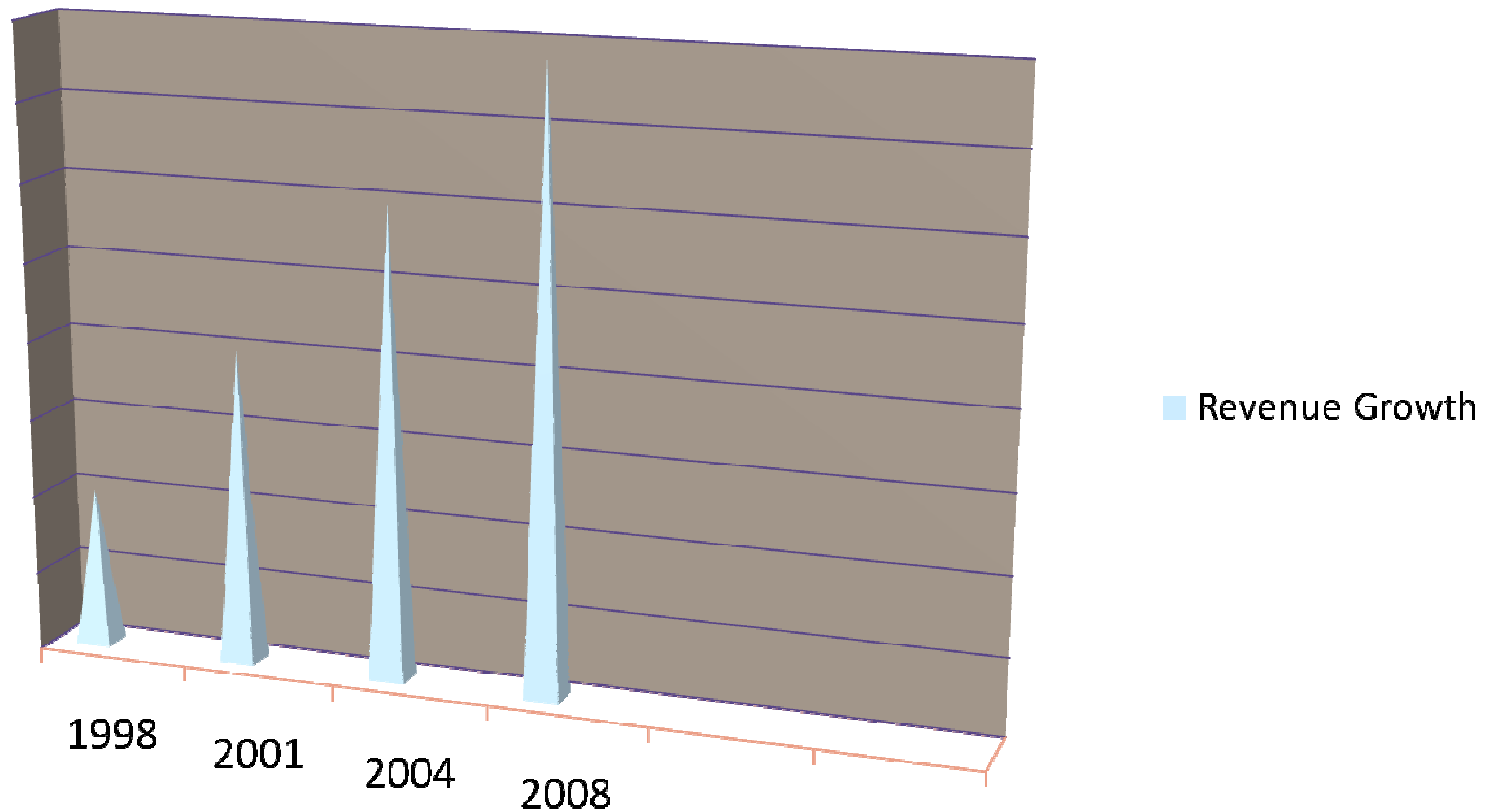
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Why Take a Fresh Look at Direct Marketing?

- **Growth Potential**
- **New Tools**
- **More Models**

A Case Study: Four-Fold Growth in 10 Years



Are You Spending More on Marketing This Year?

- Rank propensity to buy
- Message based on demographics
- Focus channels differently