

Full-Service Creative Solutions for Your Sales and Marketing Strategies

From campaign planning to content development to Web strategy, we've got you covered!

CREATIVE SERVICES WILL HELP YOU...

Accomplish your marketing goals—with less stress! If your “to-do” list is like most education marketers, we know you can use a hand getting it all done. MDR Creative Services is the answer to sleepless nights, never-ending lists, over-caffeination, and missed deadlines. It's our job to help you get your job done more effectively, with more effective results.

Inspire educators to respond. MDR Creative Services provides expert resources focused solely on the education marketplace, with an understanding of the purchasing process, what motivates educators, and the challenges and needs they face day in and day out. But most importantly, we know how to put all that knowledge to work to develop email campaigns, ads, direct mail, and hundreds of other marketing communications that inspire educators to respond and drive sales from your investment.

Achieve top results with every campaign. As part of MDR's comprehensive suite of products and services, Creative Services gives you the benefits of working with our award-winning creative team, while also benefiting from best-in-class education data, analytics, and market research—all working together to ensure your success.

BENEFITS

- We're different from most agencies. We know the education market and have the knowledge and expertise to understand what motivates educators to respond.
- Our roots are in information. Every strategy and campaign we develop for you is based on research, analytics, and over 40 years of experience in the education market.
- MDR's Creative Services will help you pinpoint the benefits and value of your products to educators and then help you select the right email or postal contacts to reach your hottest prospects.

Creative Services Available:

- Marketing strategy
- Graphic design
- Copywriting
- Printing & mailing
- HTML programming
- Search Engine Optimization

Get insight and help with:

- Marketing plan development
- Branding & identity development
- Direct mail creative
- Email creative
- Catalog design
- Web site design
- Pay-per-click advertising
- Search Engine Optimization



Creative Services

YOUR ONE-STOP SHOP FOR TARGETED,
RESULTS-DRIVEN CREATIVE



Strategic Marketing Consultation

Not only can MDR Creative Services help you with the day-to-day work of developing marketing communications, we also offer a variety of services to ensure your marketing strategies maximize results.

Strategic Marketing Plans – A marketing plan provides a road map to marketing success, merging your education market investments with your corporate objectives. MDR's marketing consultants will work closely with your team to develop a plan for success that includes:

- A summary of your business, strategic vision, primary objectives, and key metrics for success
- An assessment of your current situation and opportunity areas
- Strategies and tactics to shape your plans
- Budget recommendations to implement the plan
- Short- and long-term implementation strategies

Email Marketing Strategy & Execution – Cost-effective, fast, and measurable—these are the three main reasons why email marketing is a central part of most every customer's strategy...and should be. Educators respond to email, and we have the expertise to help you get your message delivered, opened, and responded to by the right contacts. Creative Services can help you with quick turnaround on a single message or a complete email marketing program.

Direct Mail Campaign Strategy – From segmenting and targeting your audience to ensuring that the design, message, offer, call to action, and follow-up are all working together effectively to drive top results, MDR will create a custom direct mail campaign plan that drives top results.

Direct Mail Evaluation – If you already have a direct mail marketing plan or are repeating a previous direct mail campaign, we can evaluate your target markets, strategies, and tactics and provide an analysis with recommendations to help ensure you will achieve your desired outcome.

Analysis of Search Engine Effectiveness – Today's educators turn to the Internet as their first source of information about products and services. Find out how visible your Web site is within search engines, as well as how your Web site ranks against competitors.

Keyword Development for Search Engine Optimization – One of the most critical keys to search engine optimization involves the science of keyword identification. Learn how to integrate keywords correctly into your Web site and which words will generate the greatest results in your market.

Evaluation for Improved Web Site Performance & Usability – This service is designed to improve the effectiveness of your existing Web site. Study results will help to identify where and why your Web site may be inhibiting you from achieving your Web goals and what actions you should take to improve your Web site performance. Our analysis will help you to enhance your brand awareness, improve the user experience, and create more conversions.

Need help with your creative?

Give MDR's Creative Services team a call. We'll develop a customized plan based on your specific creative needs.

We'll consult with you about your goals, objectives, brand, and more. Then we'll provide you with a quote specifically for your project.

Customized Creative Services Prices

Quoted on a per project basis.

Consultative Services Prices

We do offer several consultative services to help you get on the right track with your marketing.

Direct Mail Evaluation	\$2,500
Direct Mail Campaign Strategy	\$7,500
Strategic Marketing Plan	\$5,000-\$9,000
Search Engine Positioning Analysis	\$1,000
Keyword Development	\$750
Web Site Evaluation & Strategy	\$2,500-\$4,000

For more information about MDR's Creative Services or to discuss a project, please call 800-333-8802.

All our solutions are backed by the quality and service you expect from MDR.