

Action is the foundational key to all success.

~ PABLO PICASSO

We put your thoughts, ideas and goals into action!



**dhmarketing**  
complete communication management

# Over 23 years providing direct mail services

## **DH Marketing has been developing and profiling data lists since 1994.**

We compile, cleanse and manage lists for a wide variety of organizations and businesses with a focus on the Health Care, Medicare Advantage, College and University markets.

Our experienced, certified professionals will help you focus your thoughts, ideas and strategies to meet your goals. From concept, through creation, to implementation, DHM will help you take action, take charge thus capturing a greater market share.

Consulting, Design, Digital Print, Direct Mail, Fulfillment, Shopping Cart customization programming and trade

secret analytics are our life! Voted #1 mailing campaigns USA, 23+ year experience and countless "first to" awards we can handle your R.O.I. needs.

## **We are your complete communication management service with proven success by combining an experienced and dedicated workforce with state-of-the-art equipment and processes.**

We maintain an extremely high level of quality in our services through the consistency, training and furthering educational programs we adhere to.



# Results based on the 40-40-20 rule...

*“The company you use for your marketing tools must be more persistent, strategic and creative than your competition. We are that source!”*

Joe DeGruttola  
MBA, MDP, CDMP  
6σ Green Belt

The success of your mailing is based 40% on audience targeting and timing of delivery, 40% on the offer or message and 20% on design and format.

Over the years, our experience has taught us that the success of a direct mail campaign is largely the result of accurate audience targeting and timely scheduling. For this reason, we diligently perform cleaning, de-duping and house-holding, and compile specialized lists whenever necessary.

Simply put, DH Marketing can get the list you need, do the GEO and gender coding, lifestyle populating and profiling, and provide guidance for design and copy, all to make your next campaign more successful than ever!



We have consulted, crafted and tracked more direct mail than many of the so-called “big boys” in the industry. **Why not choose your direct mail vendor based on superior experience and proven results, call us today!**



724.657.6970 | [dhmarketing.com](http://dhmarketing.com)

... printing is very direct and hands-on.

~ CHRISTIAN MARCLAY

# print



DHM is focused, wired and well-equipped for the most unique one-to-one direct mail engagement. Whether B2B or B2C is your vertical, we can prove it is in our wheel-house. With the latest iGEN 26 inch press technology and the largest Konica Minolta digital image presses, your color and monochrome requirements are met... and then some.

To most clients, we are masters of print technology and “doctors” of variable data and data imaging. We are the largest producer of variable imaging work on the east coast, PERIOD. Text,



Xerox iGen4 110-26

photo's, life style imagery, geo mapping and many other unique details can and will grab your customer's attention.

To find out more about our capabilities, and take a tour of our plant, call us today at 724.657.6970



# mail



**DHM has mailed over 500,000,000 pieces, creating \$20,000,000,000+ in sales volume.** Two huge reasons we were voted a top direct mailer.

Our main plant location in Western PA reaches 7 SCF centers and 1 NDC unit using our own trucking system within a 1 hour drive. Our Gateway Center Two

Pittsburgh field office handles sales and support for the Eastern USA and our soon to be finished South Carolina plant will help us to fulfill all your marketing goals moving forward.

Automation and software controlled mailing systems started the same year we introduced our award winning campaign strategies to the market place. By 2006, our massive mail volume made us one of only a hand-full of plants in the Eastern USA to be "plant verification certified" by the USPS.



Design is not just what it looks like...  
Design is how it works.

~ STEVE JOBS

# design

The success of your mailing starts with a well-conceived design. It must be eye-catching, functional and above all, produce results. At DH Marketing, our graphic designers and writers are eager to create a unique and effective marketing campaign to meet your goals and objectives. In addition, our expertise as printers gives us the advantage of designing your project to maximize the capabilities of our state-of-the-art digital presses to give you the most bang for your advertising dollar.



Call us at 724.657.6970. We would love to discuss your project and come up with some great strategies for achieving your goals.



# fulfillment



True happiness lies in  
freedom and fulfillment.

~ DADA VASWANI



**At DH Marketing, we take great pride in the accuracy and speed with which your orders are processed.** We receive and warehouse materials from suppliers across the country in our climate-control, camera monitored facility. We also provide printing services that offer precision, speed and versatility. After your product is printed or received, it is barcoded, mapped, inventoried and warehoused for quick retrieval. Our customizable inventory management system can be accessed via web or mobile application. Receive daily, weekly or monthly inventory updates (multiple tracking and reporting integration

already available) and low inventory email reports with anytime access among many other features.

Our experienced team assembles kits to your specifications and prepares them for mass distribution, on-demand orders and pre-assembled inventory. We strive to exceed customer's expectations through meticulous planning and training. Our team picks, packs and ships using the fastest and most cost-effective methods available.

If everyone is moving forward  
together, then success will  
take care of itself.

~ HENRY FORD

# shopping cart

**Our e-commerce shopping cart is a centralized, customizable and secure one-stop option for all your fulfillment, printing and promotional needs.**

Your inside sales team, brokers, agents and staff can order sales materials, promotional items and customizable documents from birthday cards to referral packets from a computer or mobile device through a secure portal access.

Personalize your shopping cart categories, products, product images and detailed descriptions as well as set stock and inventory options. Control category and product visibility and quantity limits for individual users and/or groups. Once an



order is placed the automation is seamless and retrieved by our experienced fulfillment team. The individual receives real time email confirmations and tracking information. Admin have access to reports and can easily manage products or customer information. We make it easy to purchase any additional products or promo items by accepting all major credit cards and PayPal. Check out our demo website and choose the format that best fits your business!



Man is still the most  
extraordinary computer of all.

~ JOHN F. KENNEDY



# connect

The communication landscape has changed and connecting with your employees or customers through print is not the only solution. **DHM can create a single, unified communication flow for your printed materials by transitioning them into mobile/online publishing.** You choose, email, text, websites, apps, blogs, social media, and more. It's easy and now affordable.

Send us a multi-page media. We not only can print it, but within minutes, even seconds, we can reproduce it in all four (4) digital platforms for your discretionary

Attract



Interact



React



uses. Imagine, your newsletter printed in color and simultaneously linked to digital formats for your employees or clients to view via smart phone, notepad, laptop, or desktop. We can even embed pod casts and video into your digital format to give you that extra wow factor you've been searching for.

Call 724.657.6970 today to get started.

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**plant office**

Shenango Commerce Park  
703 Commerce Avenue  
New Castle, PA 16101

**pittsburgh office**

Two Gateway Center  
603 Stanwix Street  
Pittsburgh, PA 15222