

# Try Alias. See the Difference

Direct mail continues to be one of the most powerful and cost-effective marketing avenues. With the amount of direct mail consumers receive, it's becoming increasingly important to deliver high impact campaigns that stand out and require a call to action.

## Print. We'll print pretty much anything. Just Ask!

Postcards  
 Foldover Postcards  
 Letters  
 Event Programs  
 Posters and Flyers  
 Welcome Packets  
 Service Reminders  
 And much more...

No minimums!  
 No set-up fees!



## Reporting. Comprehensive reporting at No Charge



**Actual service campaign of customers that haven't been in to dealer in 6 months**

Mailer Type: 11x17 Tri-Fold  
 Total Sent: 5,387  
 30 Day Responders: 562 (10%)  
 60 Day Responders: 1,001 (19%)  
 90 Day Responders: 1458 (27%)

## Mail.

Save time and money, let us handle all of your mailing needs

**Addressing and Mailing:** Ensure high deliverability with quality list processing (Cass, NCOA) & duplicate removal. Personalize with variable data  
**Mailing Lists:** All types: new homeowners, new movers, and much more. Also market to your own database with ease.  
**Bulk Postage Rates:** Our process insures the best rates



## Design.

# Fusion Direct

Do we have great graphic designers? Sure, the best in the business. So why are we different? We don't just give you a graphic designer, we're a full service marketing company and we'll work with you to develop innovative marketing campaigns.

## Make Your Mark!



Expand your branding and marketing campaigns with innovative...  
 Web Ads • Videos • E-mail Designs • Mobile Campaigns

## Why Alias? Because Results Matter

You'll quickly learn how we operate. Whether you try us once or partner with us long-term, we continually strive to produce results. If you succeed, we succeed.

Everything is in-house, from our graphic designers, marketing team and high-quality printers. This allows us to deliver the best pricing and flexibility for all our solutions. Need something done quick, just ask.

Acquire, Satisfy, Retain. And do it better.

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**Don't forget to check out our web, mobile and e-mail solutions**

Customers appreciate companies that are innovative and offer something new and different, it's a great way to separate you from the competition.

**Web.**



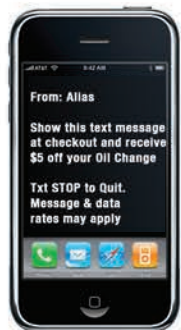
View custom recommended maintenance and service history

Set personal notification options: print, e-mail or text

Earn customer rewards toward future services

Receive valuable customized offers

**Mobile.**



96% of U.S. Adults Own a Mobile Phone  
68% Text Frequently

- **AFFORDABLE** and easy to use, create a campaign to drive traffic in minutes
- **ALERT** current customers of new sales and keep business coming back



Communicate with customers via text

# Fusion Direct

**Increase Your ROI by Implementing Innovative Mobile and E-mail Marketing Campaigns**

**E-mail.**



eDirect by Alias is a full-service e-mail marketing solution that focuses on incorporating your ideas and marketing strategies with Alias' creative marketing and design solutions.

- Affordable, flexible and easy to use.
- 100% customized e-mail campaigns
- Comprehensive reporting to measure results
- Target customers by various filters with ease

