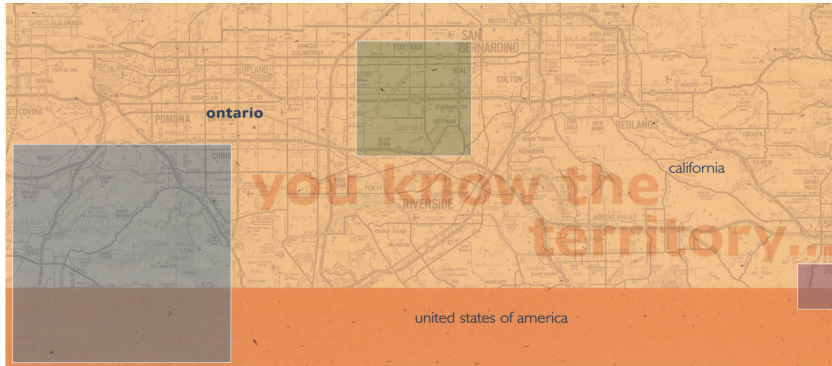


RBF Consulting

Direct Mail Campaign



Challenge:

In a dynamic and competitive marketplace, the firm wanted to significantly expand its name recognition in their market.

Solution:

A Direct Mail Campaign was conceived to promote a new office location for the firm and extended 11 months to conclude with a Holiday Card. Monthly mailings focused on a variety of topics that included:

- Services offered
- Recently passed State and Federal Legislation
- An office milestone anniversary
- A second new office location
- The launch of a new website

All promotional pieces had similar design elements but utilized different colors, content and images to tell the story.

They were all mailed in a letter-size envelope and took standard postage.

Distribution for some months' topics was targeted to a specific audience (300 units) while others were sent to everyone on the mailing list (6,000 units).

Result:

The campaign was so successful after just the first few weeks that it was expanded to include all clients and prospects in all 12 RBF offices. The topics that covered information about legislation generated contracts proving the most successful topics were those that educated clients or the public about issues that affect them. This Direct Mail Campaign was featured in Zweig White's "Outstanding Architecture & Engineering Marketing Campaigns".

