



indiana design consortium, inc.
Branding and Business Development Experts

Locating and Locking On to Your Prospects

So you know they're out there, but where exactly?

And who are they really? What are they thinking?

Pretty important questions when you want to grow your business. That's precisely why you should consider direct marketing, even if you don't sell direct.

The fact is, as the marketplace becomes more diverse and fragmented, and the buyer is becoming more selective, general mass-market advertising is becoming increasingly inefficient. The challenge of delivering the right message to the right people at the right time is greater than ever.

Overcoming that challenge requires an integrated marketing communications program driven by a comprehensive customer database—the kind that can only be built through direct marketing. (See *idc's* Marketing Food for Thought—The Keys to Direct Marketing Success)

If you want to find out how you can locate and lock on to your prospects, click here to [contact *idc*](#)—experts in:

- Market research
 - List building
 - Database management
 - Media management
 - Electronic media
 - The development and deployment of intriguing direct mail packages
- and much more



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