



dws|*associates*

# MARKETING SOLUTIONS

Helping Organizations  
Attract, Engage and  
Retain Customers



(651) 315-7588

[www.dwsassociates.com](http://www.dwsassociates.com)

# DWS Associates - Marketing experts deliver measurable results.



Our focus is on developing data-driven marketing programs that attract, engage and retain customers.

DWS Associates provides you with a comprehensive array of services and products that will increase sales and marketing performance while building strong, unique brands.

## Capabilities, Expertise & Services

- Strategic marketing planning
- Demand generation and lead management
- Direct marketing
- Direct mail marketing
- Multi-channel/Omni-channel marketing
- Digital and social media marketing
- Competitive analysis and market opportunity assessment
- Data-driven marketing and analytics
- Inbound marketing
- Market research
- Marketing applications & tools design
- Email marketing
- Marketing collateral and content marketing

For a complete description of our services and products, visit us at [www.dwsassociates.com](http://www.dwsassociates.com)

**FREE, no-obligation marketing tools and resources.**

Just a click away at

<http://www.dwsassociates.com/marketing-tools/>

## Why choose DWS Associates?

Our mission is to help you succeed and be more profitable.

Our mission is to help clients create and execute customer-driven marketing strategies and programs that are designed to find, sell and keep customers, increase revenues and profits, and improve marketing ROI.

Our focus is on creating innovative data-driven marketing, lead generation, lead nurturing, retention, and referral programs that target your best prospects and attract, engage and retain profitable customers.

Our staff is highly experienced in market research, competitive intelligence, business intelligence and analytics, strategic planning and campaign management - we can help you increase sales and marketing performance while building strong, unique, and differentiated brands.



Our goals are to...

- Develop data-driven measurable marketing programs so you can see what worked, why, how...while also identifying opportunities to further improve future campaigns.
- Create marketing programs that differentiate you from your competition.
- Provide you with the right marketing solutions for your business and industry that increase your sales and sales opportunities. Make your marketing programs more efficient and reduce your effective marketing costs.
- Make your marketing programs more efficient and reduce your effective marketing costs.

## Improve your marketing - take our FREE Marketing Assessment

Every organization's marketing has areas of weakness that need improvement. To find out where your weaknesses are, visit us at <http://www.dwsassociates.com/assessment> and download our Marketing Assessment Tool, in addition, receive a FREE no-obligation consultation. The Marketing Assessment Tool is a detailed audit of your organization's marketing performance. It will help you identify areas of opportunity and problems by assessing your marketing strategies, processes, practices, programs, and operations.



DWS Associates offers the following products to help you achieve your organizations marketing goals and objectives.

- **SalesGen2020** - a lead generation, nurturing and management program
- **Marketing<sup>Max</sup>** - a 3-phase marketing audit, competitive analysis and marketing opportunity assessment
- **Marketing<sup>IQ</sup>** - an audit of marketing strategies, processes, and practices
- **Promotion<sup>IQ</sup>** - a promotional audit of advertising and communications programs
- **Catalog<sup>IQ</sup>** - an audit of catalog marketing programs
- **Digital<sup>IQ</sup>** - an audit of digital and social marketing programs
- **CRM<sup>IQ</sup>** - a CRM readiness assessment
- **IntelliComp** - a competitive analysis and competitive intelligence database software

For more information on these products, visit our website at [www.dwsassociates.com](http://www.dwsassociates.com) or call us today at (651) 315-7588.

# Workshops and Seminars

DWS Associates offers planning workshops, training and educational seminars for your organization.

## DWS Workshops

- Strategic Marketing Planning Workshop
- Social Marketing Planning Workshop
- Business Partner Joint Go-to-Market Workshop
- Marketing Planning Workshop
- Marketing Communications Content Marketing Workshop
- Marketing Campaign Management Workshop
- Direct Marketing Workshop
- SalesGen2020 Lead Generation & Management Workshop

## Training and Educational Seminars

- Marketing 101
- Multi-channel Marketing 101
- Catalog Marketing 101
- Social Marketing 101
- Higher Education Marketing 101
- Direct Marketing 101 for B2C Marketers
- Direct Marketing 101 for B2B Marketers

For more information on these planning workshops and training seminars, visit [www.dwsassociates.com](http://www.dwsassociates.com) or call us today at (651) 315-7588.



Your partner in profitability is only a phone call away. To learn more visit us at [www.dwassociates.com](http://www.dwassociates.com) or call today!

Founded in 1982, DWS Associates is a marketing consulting and applications development firm that is focused on your success. Our team is made up of seasoned professionals with more than two centuries of hands-on sales, marketing, application development, and merchandising experience.

To learn more about our team and how DWS Associates business development and marketing consulting services can help you build marketing programs that pay off in greater sales, increase market share and bigger profits, contact one of our partners nearest you:



**Minneapolis - Midwest - Global**

- Dudley Stevenson (651) 315-7588
- Jason Sem (612) 234-5305

**Dallas - Houston - San Antonio**

- Michael Robinson (214) 394-7880

**Los Angeles - West**

- Rochelle Newman Carrasco (310) 440-5363

**Baltimore - Washington - Northeast**

- Patrick McGraw (410) 977-7355

**South - Southeast**

- Mark Eubanks (805) 320-2774

Visit our website at [www.dwassociates.com](http://www.dwassociates.com)