

There's only one way to drive revenue, to boost earnings – to grow your company's bottom line.

It's by placing your company's product or service directly in front of customers who are ready, willing and able to buy. That's the best, if not only way to make a sale, increase margins and generate free cash flow.

But how and where do you find these ideal and elusive customers?

The JKR Marketing Group

"You'll hire us for one reason, and one reason only. To deliver qualified and motivated buyers to your company's door."

-- Joseph XXX, Partner, The JKR Marketing Group

IF YOU'RE IN BUSINESS TO MAKE HUGE PROFITS...

The JKR Marketing Group will place at your disposal the required tools – cost-effectively, efficiently, and quickly.

Any marketing/lead-generating firm would be impressive if they had only half of what we offer.

- **Telemarketing**
- **Real-time live transfer programs**
- **Internet-marketing**
- **Direct Mail/Direct response marketing**
- **Fax marketing**
- **E-mail marketing**
- **Lead List programs**
- **Follow-up marketing**
- **Voice Broadcast marketing**
- **Media buying consultancy**
- **Real-time tracking programs**
- **Reporting programs**

And also:

- **CRM and CMS programs**
- **The latest and most sophisticated technology**
- **The best acquisition and distribution systems**
- **And, of course, terms and prices that are extremely competitive.**

Targeted marketing campaigns that provide your company with superior profits.

Marketing campaigns are choreographed – developed, managed and tracked – according to your company's goals and budget.

But which marketing tools and technologies are best suited to drive your company's penetration into your target markets?

At **The JKR Marketing Group** we provide your company with the marketing tools and the best-fit marketing campaigns to reach your core buying audience.

Your role is to produce and sell. Our job is to bring you willing eyes and ears!

Your company wants an edge...here's the edge we give you...

If you don't know how to update your marketing efforts to fit the new business and marketing environment. If you're confused by all the choices and combinations of technologies and strategies out there.

We guide you.

If you're concerned about seamlessly transitioning from your old marketing technology to our newer and more robust products.

We advise you.

If you want accurate real-time data and analysis of on-going marketing programs. If you want tracking data, testing data, analysis and review. If you want to understand the implications and choices ahead.

We consult with you.

We're not just a company providing fresh, qualified leads and a sophisticated array of marketing platforms and technologies, an always-evolving commodity.

We don't just hand you an operating manual and a handshake.

We give you more – more of our time, our dedication, our knowledge and experience.

We're here for you 24/7. That's a solemn promise!

There's a lot to learn and manage when you're running an effective, best-fit, state-of-the-art marketing campaign.

You're going to have questions, and occasionally, problems.

You'll need to turn to us to get answers the moment you need them.

So you'll need to have us in your corner all the time. And that's why our business hours are **24/7**.

[Link Page](#) [The Second Half of the Story](#)

Here are some of the key ingredients of a tightly focused, well-managed and accurately tracked marketing campaign:

- **Telemarketing and real-time live transfer programs.** The next best thing to a face-to-face sales presentation with a potential customer is talking to and selling them directly over the phone – and then confirming and processing their order through a bank of highly-trained telemarketers – call after call, day after day.

- **Internet-marketing.** There are two components to successful internet marketing. Technology, and “whom you know.” The Internet is technology, nothing more. But whom you choose to align with while using the Internet as a marketing tool – that takes knowledge, experience and insight. To place yourself in front of your selected buying audience you’ve got to pick the right Internet marketing partners, and platforms.

- **Direct Mail/Direct Response marketing.** A sales letter is one of the most proven and effective sales techniques available to any company, no matter their size. What you’re reading right now in a very real sense – is a sales letter. Well-written direct mail and direct response marketing will attract the attention of your customers, capture their interest, arouse their desire and motivate them to take the action you want them to take, whether it is to buy your product or service, or inquire about it.

- **Fax/E-mail and follow-up marketing.** This too is direct mail/direct response marketing, but with a twist, a cyber-twist. When managed properly it can reach further and farther, quicker and more inexpensively than hard-copy correspondence. And the results can be stunning. But it can also bite you bad if you don’t know the rules. Placed in the right hands though, it’ll be your best friend.

- **Qualified lead lists.** The difference between a scrubbed, double qualified lead list and every other lead list, is the difference between your little black book...and your local Yellow Pages. Anyone can

give you a database of names, phone numbers and unverified data points. But what you want are accurate, highly-focused, and up-to-date lists of potential customers who are waiting for you to call.

- **Real-time tracking and reporting programs.** You may be driving the fastest, most fuel-efficient car on the market, but if your speedometer, odometer, and gas gauge aren't working...you're lost! Your marketing campaign may be bringing you business, but the big question is, at what cost of time, effort and money. You need live, up-to-date tracking and reporting information to determine your best, and most profitable, course of marketing action. Otherwise, how will you know when to turn right or left, when to speed up, when to slow down or maintain course?

We provide you with all of this, and more!

Call us now for a free consultation and we'll prove it!

[Link Page](#) [Who We Are](#)

Joseph, Karl and Robert XXX, and associates are...

The JKR Marketing Group

Welcome to our family!

We're a family-run business and we've been helping our clients achieve profit and growth for over 10 years. Give us a call, or drop us an e-mail. We'll make a place for you at our table.

We don't offer cookie-cutter approaches to marketing. We see each business as an individual with specific needs, abilities, and goals.

We'll treat your company with the professionalism, care and attention to detail that it deserves.

Our goal has always been to become life-long friends and partners with our clients. Because your success is our success.

From the very first day we opened our doors we have provided our clients with our best services and best efforts and that's exactly how we intend it to stay.

Call us.

-- Joseph, Karl and Robert