



# Direct Mail Services



*“I’ve worked with Eagle on several direct mail campaigns with very different, specific objectives. We’ve seen measurable success with each campaign. Eagle’s direct mail works!”*

Molly Kelly, Station Manager, Weigel Broadcasting Co. /Chicago

You’ve got the **right promotion**. Now let **Eagle Marketing** help you reach the **right people** – at the **right time**. Since 1980, Eagle’s created, designed and executed highly-successful direct mail campaigns for major broadcasters nationwide.

Give us your marketing goals and the Eagle team will help you **precisely target** the audience most receptive to your message. **From up-front strategy development to back-end campaign analysis, Eagle’s your one-stop shop for direct mail.**

- **Copywriting and graphic design** from our PROMAX, BDA and Emmy award-winning broadcast pros
- **List research and procurement** that laser-target the precise audience you need to reach
- **Database management, analysis and reporting** to grow your database and strategize new ways to strengthen station loyalty
- **Offset and variable data printing** with Eagle’s printer partners make your campaign pieces shine
- **Addressing and personalization** that creates a personal connection with your target market
- **Develop sponsorship opportunities** that deliver visibility and traffic to your advertisers
- **Adherence to industry best practice** so from concept to completion, you’ve got a true team of direct mail experts

*“Eagle Marketing did a phenomenal job on the WTIC and WRCH direct mail campaigns. We love the creative and their team provided excellent customer service.”*

Steve Salhany, Operations Manager, CBS Radio/Hartford