

Yes Marketing LLC

because marketing
is making it easy
for your customer
to say yes!

Delaware and Washington DC

202-903-6933

www.YesMarketingLLC.com

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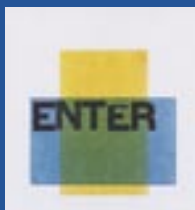
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The Yes Marketing LLC Philosophy

Test. Test. Test.

Whether building a successful membership acquisition program, or a customer acquisition program for publications, meetings, or circulation, a successful strategy can only emerge from tactical testing—testing lists, media, offers, packages, prices, premiums, etcetera.

Testing is the key tactical element for long-term successful strategies. At Yes Marketing LLC, each campaign (promotion) is not an end in itself, but rather it is part of a process to accumulate knowledge; knowledge that can be leveraged to achieve your long-term goals.

In an effort to ever increase results and predictability of results, each Yes Marketing LLC-designed campaign incorporates the lessons learned from previous campaigns, it retests current knowledge, and it includes tests to develop new market information to incorporate into future campaigns. This is our approach because we do not believe in just creating successful campaigns; we believe in developing successful direct mail programs that reach our clients' long-term goals.

While we test, we will be growing your membership, your circulation, your revenue.... Each campaign will be designed to maximize the results for your immediate goals, but at its core, there will be the testing required to build a foundation upon which a successful, long-term, direct mail program can be built.

Your patience will be rewarded by a program that renews and regenerates itself. With each campaign, you will enjoy improved results and greater accuracy to predict your current and future return on investment.

Accountability

At Yes Marketing LLC, we believe that marketing is about measurable results and accountability. We believe you should know your return on investment for each marketing dollar spent. Because of this, as a Yes Marketing LLC client, you'll enjoy a unique set of reports that show the effectiveness of your advertising and the return on your investment. We use the results of each campaign to build predictive models of future campaigns. And because we work with so many engineering and scientific professional societies, our knowledge and experience allows us to build great campaigns from the start.

The demand for more accountability for marketing expenses is leading more and more companies to invest more heavily in measurable marketing like direct mail. This trend was reported in **Business Week**, *Making Marketing Measure Up*, December 13, 2004

“Marketers want to know the actual return on investment (ROI) for each dollar. They want to know it often, not just annually. And increasingly they want a view of likely returns on future campaigns..... It's also pushing [marketers to] direct mail and online advertising where response rates are measurable.”

At Yes Marketing LLC, we are already there.



The Yes Marketing LLC Model

In traditional agencies, client needs are often secondary to the agency's process, the agency's competing profit centers, and the agency's politics. Your challenges and needs typically have to fit the agency's in-house capabilities.

At Yes Marketing LLC, that model is turned on its head. We do not maintain an overhead staff of artists, creative directors, writers, etcetera. Nor do we own presses, data processing facilities or lettershops. Rather we maintain a world-wide network of experienced professionals and production vendors from which we can select the talents and capabilities that can best fashion solutions to your challenges. We do not define your needs to fit our internal departments.

Because we have extensive experience in science and engineering markets, your campaigns will benefit from our wealth of knowledge. We leverage years of experience and knowledge to assure that even your first campaign is successful. We can quickly recommend the most appropriate lists, offers, packages and creative approach to assure results that meet your revenue expectations. Also, because of our experience, you'll be very pleasantly surprised how speedily we can move from the first kick off meeting to your campaign in the market and revenue flowing into your organization.



Who We Are

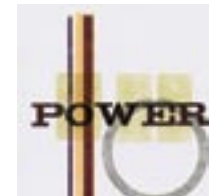
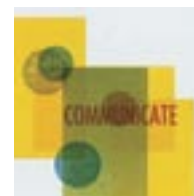
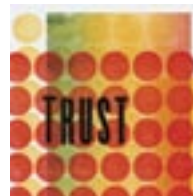
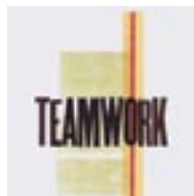
An agency is only as good as the people working for you. Think about this: an agency is the sum of its intellectual capital. Beyond that, an agency is just a store house for used office equipment. At Yes Marketing LLC, your projects will be directed by highly experienced professionals, not junior people hired to keep overhead costs down.

You will see and hear the difference from the first phone call or meeting. You will only work with one of a handful of highly experienced professionals EACH with more than 20 years association marketing experience. Your questions can be answered on the spot: that is because you will be working with another decision maker, not a trainee.

Yes Marketing LLC is wholly owned by Mark Betchkal

Mark Betchkal has 20+ years progressive marketing experience.

While Mark's current focus is in membership and technical publication marketing for science and engineering societies and trade associations, he has worked with dozens of non-profit membership organizations in all markets. In addition, he has worked for several Fortune 500 companies including The Travelers, Citicorp, GlaxoSmithKline, and Seagram Americas.



The Yes Marketing LLC Advantage

Yes Marketing LLC is not your typical agency. Your goals are our top priority. You'll see the difference from the first day. You'll work with seasoned, knowledgeable, and highly experienced people who know association marketing. We will work with you to build a relationship based on trust and proven results.

Experience: We know your market. We have worked with more than 50 non-profit membership organizations in science, engineering and academia. We've helped them meet their membership, meeting, and publications marketing goals.

Knowledge: At Yes Marketing LLC, we specialize in association marketing. We understand the intricacies of association-to-member marketing and communication. We know how to communicate to multi-degreed professionals to help them see the value of your membership and products. We understand the role of staff and volunteer leaders in your decision making. In short, we are at the top of the learning curve, ready to help you make things happen.

Relationships: At Yes Marketing LLC, you'll have one contact who works on your behalf to bring our network of resources together to achieve your marketing goals.

Service: We are small, so we can focus on succeeding for a few clients at a time. If you are lucky enough to be a Yes Marketing LLC client, you are in elite company.

Flexibility and Focus: We are client driven not process driven. We can shift gears and turn on a dime to face your changing challenges and goals.

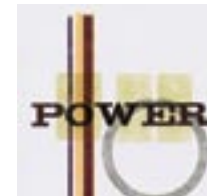
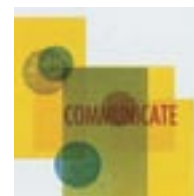
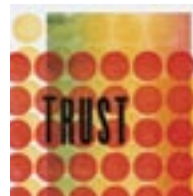
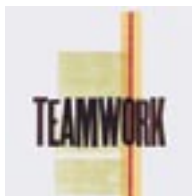
Understanding your world. If we have learned one thing in all these years, it is this: your members, and your volunteer leadership, will be unhappy, and on the phone to you, if current members receive a membership solicitation.

To the uninformed, it may not sound like much of a problem, but we know it is an enormous problem. It can kill a membership develop program in its infancy. That's why we have developed special systems and procedures to avoid this pitfall. To get it right, we learn your database, the intricacies of your system, and your market. Then we customize our proprietary merge/purge program to get you the best results in the industry.



Why are we so obsessed by this little detail? We understand that our job is to accomplish your goals, while making you look good at the same time.

If this kind of service is something you can get used to, consider Yes Marketing LLC for your next membership campaign.



What We Do

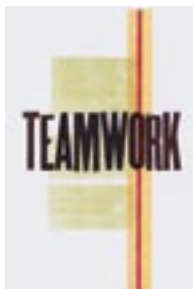
We partner with you to achieve your goals.

For some clients we are a long-term partner, working on a continuity program over an extended period of time.

For other clients, we occasionally come on board to manage a single project for a specified time and result.

In some cases, we are the client's marketing department. We act as an extension of the client's staff.

We are flexible. We can work with your budget, schedule and structure to help you meet your goals.



Our Experience

Here is a partial list of organizations that our principal, Mark Betchkal, has experience with.

Science, Engineering, Medicine

American Association of State Highway and Transportation Officials
American Chemical Society
American Chemical Society Insurance Trust
American Institute of Astronautics and Aeronautics
American Institute of Chemical Engineers
American Medical Directors Association
American Society of Civil Engineers
American Society of Heating Refrigeration & Air Conditioning Engineers
American Society of Mechanical Engineers
American Society of Naval Engineers
American Statistical Association
Construction Specifications Institute
GlaxoSmithKline
Instrument Society of America
Materials Research Society
Mathematical Association of America
National Society of Professional Engineers
Optical Society of America
Society of Automotive Engineers
Society of Naval Architects and Marine Engineers
Society of Nuclear Medicine
Society of Plastics Engineers

Education Associations

American Statistical Association
Mathematical Association of America
Association for Supervision and Curriculum Development
Association of Princeton Graduate Alumni
Council for Exceptional Children
National Council for Social Studies
National Council of Teachers of English
National School Boards Association
National Science Teachers Association

Trade Associations

American Association of State Highway and Transportation Officials
American Society of Interior Designers
American Symphony Orchestra League
Electronic Data Interchange Association
Institute of Industrial Launderers
National League of Cities
National Kitchen and Bath Association

Miscellaneous

The Travelers
Citicorp
Aircraft Owners and Pilots Association

Case Studies

The American Association of State Highway and Transportation Officials (AASHTO)

In December 1996, we began working with AASHTO to build the sales of its technical standards. At that time, AASHTO had a database of 3,600 prospects and customers, and annual sales of \$1.5 million.

Today, AASHTO's sales are more than \$4 million and AASHTO's database is one of the largest of its kind – with more 150,000 customers and qualified prospects.

While AASHTO's sales do fluctuate with the financial health of its customers, national expenditures on transportation infrastructure, and the release of new titles; we help assure that AASHTO has the tools to maintain its revenue stream regardless of these variables. Chief among those tools is AASHTO's database. The database allows AASHTO to target a very precise audience for a single title, or to distribute its 32-page catalog to its entire database of qualified civil and transportation engineers.

Yes Marketing LLC implements the programs that maintain AASHTO's database of customers and prospects; we conduct all the marketing that generates the sales – from simple post cards to 32-page full color catalogues. We also designed a new data warehouse that allows us to mine its sales data and generate very precise lists of previous buyers and prospects for very targeted promotions.

In the coming year, AASHTO will introduce a new online bookstore and e-commerce program that will be the envy of all who try to sell online.

The American Society of Civil Engineers (ASCE)

ASCE is a good example of The Yes Marketing LLC Philosophy in action. We began working with ASCE the autumn

of 2001. The first promotion arrived in mail boxes during the Washington, DC, anthrax scare. Since then, we have attracted more than 7,000 members with an average return of \$1.12 for each dollar spent on new member acquisition.

We accomplished these results by designing a careful strategy of testing and rolling out what we learned from each test in the next mailing. We now have an 18-month rolling plan. We know when we are targeting specific market segments and the offer to be presented. In addition, the plan includes the tests we will run to assure the long-term viability of the program.

Many other Membership Societies

Yes Marketing LLC programs have acquired thousands of members for other membership organizations. These programs, like the ASCE program above, were based on testing and implementing what was learned in each proceeding test in the next promotion. Call us for references and details, 202-903-6933.

The Perfect Merge Purge

The complaint we hear most often from association executives is that current members slip through the merge/purge and receive membership promotions. We understand what an important issue this is. A bad merge/purge can kill a membership development program in its infancy or in its prime! That is why we have developed special systems and procedures to avoid this pitfall.

We are so good at it that one client comes to us just to consult on the data processing work necessary for their in-house managed membership development program – The Mathematical Association of America (MAA). We are honored to be involved with their success.





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