

M7 Launches "M7 1:1 Direct" – A Customized, Personalized, Lead Generation Program That Yields Above Average Response Rates

Campbell, CA--- (PRWeb) **April 27, 2007** ---The award-winning marketing communications firm, M7 Inc., is now offering a new lead and demand generation program called "M7 1:1 Direct". This state-of-the-art direct marketing program is yielding above average results, and companies ranging from Intel to startups have experienced response rates over 3% and upwards of 400% campaign ROI using this type of strategy.

"M7 1:1 Direct programs are highly personalized direct marketing campaigns, using technology and techniques many clients have never seen or used before," says Lisa Orrell, President of M7 Inc. "Our programs deliver a personalized message to each contact on the lead list motivating them to visit a custom URL containing their own name, and we deliver this message to each contact using a variety of methods. And we don't require our clients to install special software like some other agencies do. We offer a turnkey solution where the client truly doesn't have to host or install anything. We're also able to synch our reporting with most common CRM's, like Salesforce.com."

The M7 1:1 Direct campaigns are powered by highly sophisticated multi-channel communications software that is networked to the newest variable data printing equipment available. This software enables M7 to provide their clients' marketing and sales teams with real-time, quantifiable data to measure the campaign's effectiveness as the campaign runs. This reporting also allows M7 to monitor the effectiveness of the messaging and creative as the campaign is running and make adjustments (if required).

"We recently did a campaign for a client that yielded a 2% response rate by the 3rd day and the numbers kept going from there," says Orrell. "Clients are starting to think out-of-the-box on how to use our program. They see that it's not just for lead gen; it's ideal for event marketing, tradeshow promotions and much more."

For more information about the M7 1:1 Direct program, or more info about other marketing, design and branding services offered by M7 Inc., contact Lisa Orrell: LOrrell@M7Design.com or call her at 866-906-M7M7, x: 701, or visit their website at www.M7Design.com.

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