

×

The journey
starts here.



RESPONSORY

DIRECT YOUR BRANDSM

Delivering Strategic, Creative, Measurable Marketing Results

Hello, we're glad you're here! Let's get started. We look forward to serving as your trusted guide and measurable marketing partner.

Throughout these pages, Responsory will navigate your way up the mountain of marketing tactics and strategy. We will be beside you as you approach content generation, SEO, brand building, website architecture, winning creative, campaign launch and more until we're standing with you at the top.



**Keep an eye out
for this symbol.**

We've packed this book with tips and tricks and best practices to help serve you even better. With more than two decades of experience, we know we can help your organization reach its own pinnacle.

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Let's start your
journey.

**SCHEDULE A
MEETING**



Welcome to Resonsory



We are a strategic, omnichannel marketing agency filled with passionate service-minded professionals focused on a single mission: helping you achieve measurable results. Delivering measurable results has been our mantra since we began in 1999. We love numbers, and the numbers that matter most to us, are the ones that matter most to you.

We want to help you get to the next level. Let's set your course and make it happen—not for you, but with you. If you don't see what you're looking for, let's have a conversation. With more than 20 years of experience, we've no doubt had a hand in a similar campaign and can provide the results you're looking for.

We choose **Resonsory** because
they have only 'A' players.

Chris Adams, Renaissance Benefits

Vice President, Marketing, Communications & Philanthropy

About Us

Delivering ROI Since 1999

Our driving force is to partner with clients like you and develop innovative omnichannel marketing solutions. Our integrated strategies work together to effectively reach targeted B2B and B2C audiences alike, reveal meaningful insights, establish deep engagement and deliver ROI.

Together, we'll travel through the ever-changing digital world offering smart solutions that meet your needs. Your path to brand building, website development, digital-centric advertising, SEO, PPC, PR, email marketing, content creation, social media, marketing automation and video creation begins now.

You'll find our relationships are lasting because of our service mindset; we deliver on our promises to help our clients stay a step ahead of the competition.

Meet our team—your trusted guides committed to your path to success.



Who Is Responsory:

STRATEGY:

Cutting-edge Targeting. Compelling Content. Better Engagement.

With roots in direct response marketing, metrics are part of our DNA. We've continually evolved to offer comprehensive traditional and digital marketing services, including those enhanced with AI.

CREATIVE:

Data-driven Insights. Cross-platform Creative. Engagement-driven Design.

Your brand—it's the heart of your organization. Using our proven Direct BrandingSM method process, we'll breathe new life into your creative strategy.

RESULTS:

Stronger Leads. Better Customers. More Sales.

From health insurance and pharmaceutical to business services and manufacturing, we work with a variety of B2B and B2C clients nationwide. Like you, each one has a unique situation and deserves a custom, results-driven solution.



Following Our Compass

Just like Luke Skywalker had Obi Won Kenobi to help him guide him on his path, and Harry Potter looked to Dumbledore, Responsory guides our clients and partners and delivers swift, strategic omnichannel campaigns that produce measurable results. How do we do this? Through our commitment to a proven approach we call Direct BrandingSM.

This five-phase systematic process is steeped in our heritage of lead-generating direct response marketing blended with fresh digital know-how.

It ensures the identification of key performance metrics at an early stage of development and leads to highly effective recommendations.

Our process bridges the gap between traditional brand awareness advertising and lead-generating direct response marketing. It allows us to intimately understand your business, competitors, strengths and weaknesses, and areas of opportunity for maximum growth so we can help you create a strategic marketing roadmap.

DIRECT BRANDING PROCESS

PHASE 1:



Fact-Based Analysis

It all begins with a bit of detective work. In Phase 1, we dig deep to uncover key insights about your organization, and the ever-changing challenges or threats from competitors you may face. We conduct extensive audits of each component of your brand including your website, social media channels, current advertising efforts, your customers, and how your organization defines success.

PHASE 2:



Branding/Marketing Strategy Development

Now that we've identified your "why", Phase 2 is all about the "how". We will create an integrated omnichannel marketing plan with the most effective mix of tactics to maximize your ROI. Your customized marketing plan will be based on a S.W.O.T. (strengths, weaknesses, opportunities and threats) analysis. We'll outline realistic objectives, effective strategies and measurements for success.

PHASE 3:



Building Program Components

It's time to roll up our sleeves and develop the elements of your customized plan. Your Responsory team is passionate and experienced in launching innovative marketing solutions, employing the full spectrum of media and creative platforms. Deliverables coming out of Phase 3 often include: creative concepts, copywriting, design and production..

PHASE 4:



Executing Tests & Campaigns

In Phase 4, it's time for your new marketing campaign launch. Our team of professionals have developed a proven workflow process that ensures effective campaign implementation. This includes a quality control processes to ensure accuracy and productivity. During this phase, we set up measurements and tracking to ensure we keep a close eye on every facet of your campaign's performance.

PHASE 5:



Tracking & Measurement

Have we mentioned that we are dedicated to measurable results? During Phase 5, we'll work with you to diligently implement reporting methodologies. We closely monitor metrics and continually optimize campaigns to make the biggest impact.



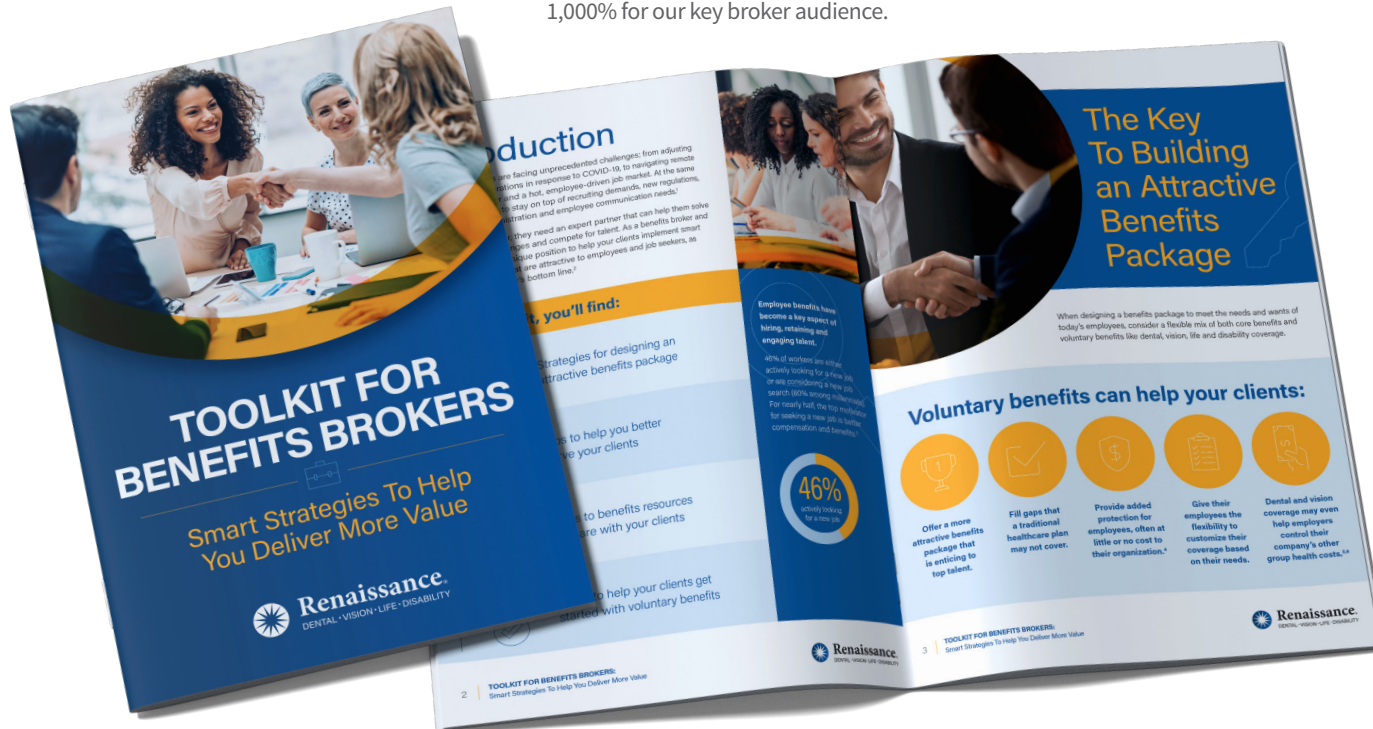
Renaissance®

DENTAL • VISION • LIFE • DISABILITY

Our Direct Branding Process In Action

See how our smart, nimble approach maximized budget, reach and results for our partner, Renaissance Insurance

Proactive planning and analysis of our existing campaigns for Renaissance Benefits helped us design a flexible, cost-effective omnichannel strategy. The approach included a heavy focus on digital tactics including segmented landing pages, trade and business media advertising, email marketing, social media advertising, content, video, public relations and grassroots outreach with HR organizations. The results: significant increases in engagement for both are translating to sales. Leads were up over 1,000% for our key broker audience.





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Going into our sixth year of work with a rapidly growing insurance provider, there was continued uncertainty around U.S. business practices due to the pandemic. Many organizations were evolving to hybrid physical/virtual offices, making it more challenging to reach brokers, buyer decision-makers and influencers. At the same time, as companies were starting to bounce back, advertising inventory was tight, and rates were going up.

Proactive planning and analysis of our existing campaigns for Renaissance Benefits helped us design a flexible, cost-effective omnichannel strategy.



The tactical mix included print and digital national trade media and business advertising, digital display advertising, email marketing, segmented landing pages, content, social media advertising, video, public relations and grassroots outreach with select HR organizations, including in-person events.



Through ongoing relationships, we were able to negotiate special pricing and advertising packages to deliver more value.



We carefully vetted and added new outlets and lead generation initiatives to boost awareness, especially in new geographic markets.



We continually cycled in fresh creative. Plus, we added new content offers, relevant to each audience, including a Broker Toolkit and an Employer's Guide to Attracting and Retaining Employees.



Ongoing testing, measuring and adjusting helped to optimize results.



Our expanded efforts, along with timely creative and better segmentation generated more engagement and significant increases in leads—a jump of over 1,000% for the broker audience and a 30-fold increase for the employer audience. Our HR outreach efforts, including in-person event participation, resulted in meetings that will likely translate into sales.



Multichannel strategy lifts visibility,
engagement & leads for growing
insurance provider.



JOURNEY
WITH US



See how our creative,
caring approach to serving
our clients has paid off for
Renaissance and many others:

Measurable Omnichannel Marketing Services

Whether you're launching a product, growing new markets, or revamping your brand, Responsory's team of multichannel marketing experts and creative strategists is ready to help. Our toolkit is overflowing with key services designed to create a cohesive customer journey.



Audit
& Research



Strategy
& Planning



Branding
& Rebranding



Web Development
& Design



Content



SEO



Advertising



Video



Direct Mail

Results-focused and channel-agnostic.

We'll take you through an in-depth look at each of our core services (featured above) in the following pages, but for a complete overview of all of Responsory's key verticals, and capabilities, check out the [Services page](#) on our website.



Audits and Research

For us, every marketing journey starts with research and an audit. It's important to take a look at the landscape. That's why we review your brand voice, your communications collateral, SEO and social media channels. We search for trends and opportunities for improvement and new touch-points. We'll gather feedback from your customers and internal stakeholders to understand strengths, weaknesses, opportunities, threats and pain points.

Then, we'll drill into any second hand research and comb through your website analytics and conversion points among other items to uncover technical red flags, health issues, user behaviors and content popularity; and we'll use the industry's top tools to do it.

In addition to all of this, our audits include competitive research. We'll analyze your main business competitors, their digital strategies and most importantly their advertising budgets to uncover new strategic opportunities.



You Need an Audit When

- You are growing rapidly
- Company sales are stalling
- Your competitors are beating you
- You are launching a product
- Your leadership or structure is changing
- You're in marketing rut and your execution feels stale or outdated
- Your gut tells you're irrelevant

[FIND OUT MORE](#)



Strategy and Planning

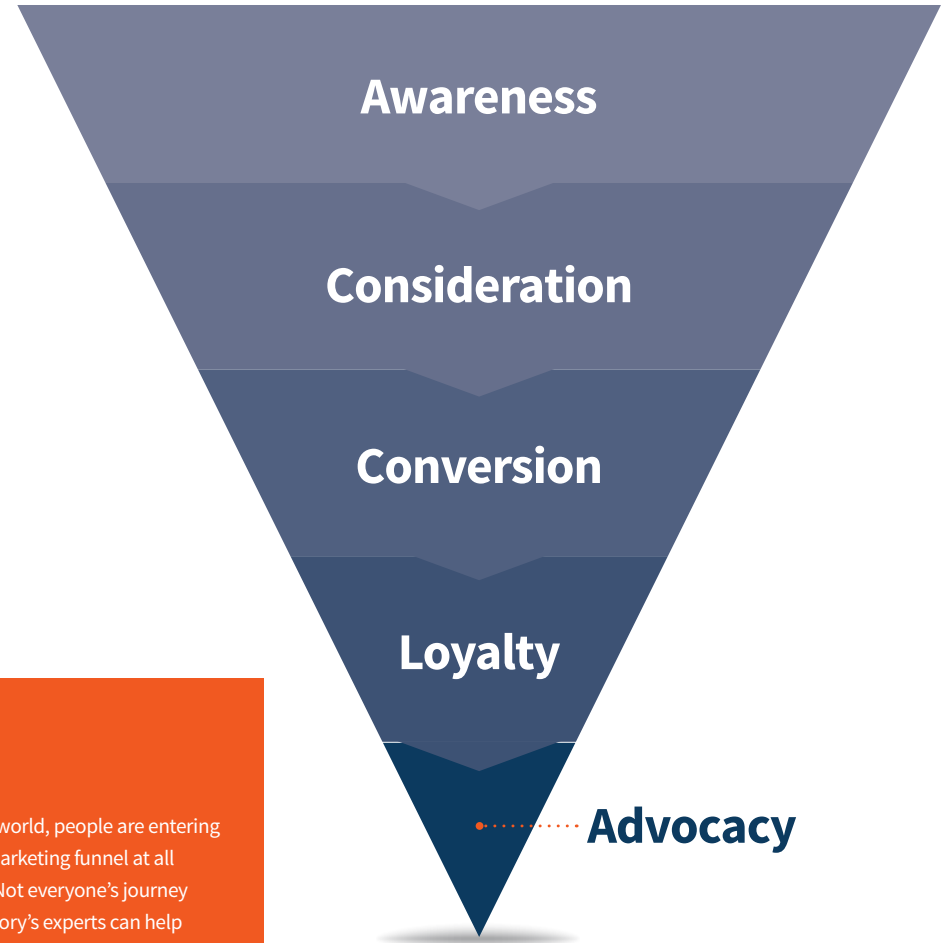
Our team of strategists leads planning with deep knowledge of data, content, user experience, web development and cutting-edge digital technology. We immerse ourselves in your organization, so we understand it as a whole, along with the evolving conditions it faces and its distinct brand.

Services often involve a marketing audit, research, audience profiling, marketing funnel evaluation, journey mapping, messaging workshop, and marketing plan development.

Together, we determine the best route to success by aligning your business goals with informed strategies across appropriate disciplines and channels.



In today's digital world, people are entering and exiting the marketing funnel at all different points. Not everyone's journey is linear. Responsory's experts can help create and track meaningful conversions no matter which point of the funnel you need to focus on. We'll build the right strategies and pathways that will impact your brand, customer experience, or sales.



Awareness

Consideration

Conversion

Loyalty

Advocacy



Branding and Rebranding

We've successfully guided many organizations through branding and rebranding. We start by gaining an understanding of your corporate personality, your business goals and plans and your position in the market. Then, we help you discern what distinguishes you from your competitors and capture that through your branding.

From initial logo concepts and taglines to designing the complete look and feel of your brand and applying it to many components, we've got you covered.

See how we helped Wolter transform its image and consolidate multiple brands into one.



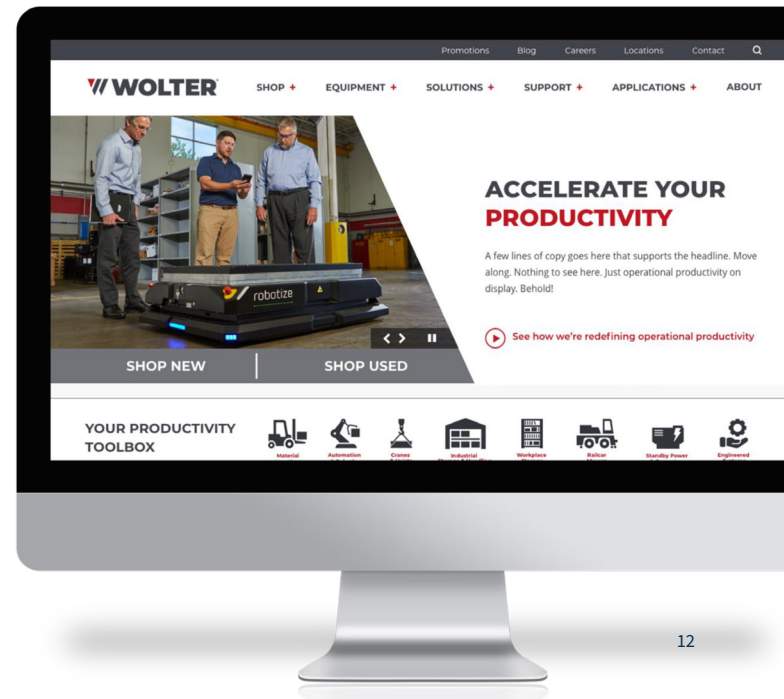
FIND OUT MORE



Before



After





BRANDING AND REBRANDING



Before



THY NEIGHBOR FOUNDATION

EMPOWERING OLDER ADULTS & CAREGIVERS

After



LOVE THY NEIGHBOR FOUNDATION

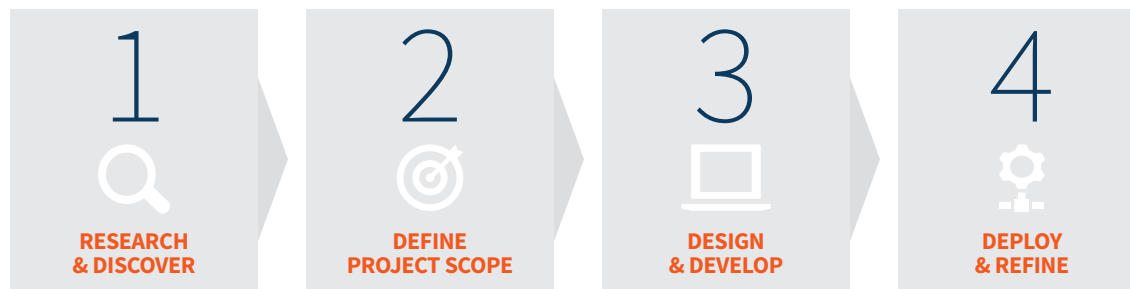


Website Development and Design

Whether it's a landing page or an e-commerce site, our team excels at creating strategic, empathetic digital experiences for you and your customers.

No matter the size of your organization, a website is a big investment. As the hub of your digital strategy, it's our job to make sure your website not only looks good and performs well, but helps you achieve your larger organizational goals.

We'll guide you through the development process—taking you from idea to activation—and then go the extra mile. From making the business case for a new website to managing ongoing maintenance, we want to be your strategic partners, advocates and guides for every step of this journey.



Here's a look the activities in each step of our website development process:

Research & Strategic Planning

- Client knowledge transfer
- Competitive analysis
- Website analytics review
- Project timeline development

Prototype & UX Development

- Page template planning
- Sitemap & wireframe development
- SEO copy & content development
- UX development/testing
- Hosting/database setup

Concept & Theme Creation

- Copy & content integration
- Creative UI concepting
- Front-end CMS development
- Theme creation/skinning
- Asset library curation

Testing, Finalization & Training

- Completion of site development
- Proofing & revisions
- Site testing
- External user group testing
- Site launch



WEBSITE DEVELOPMENT

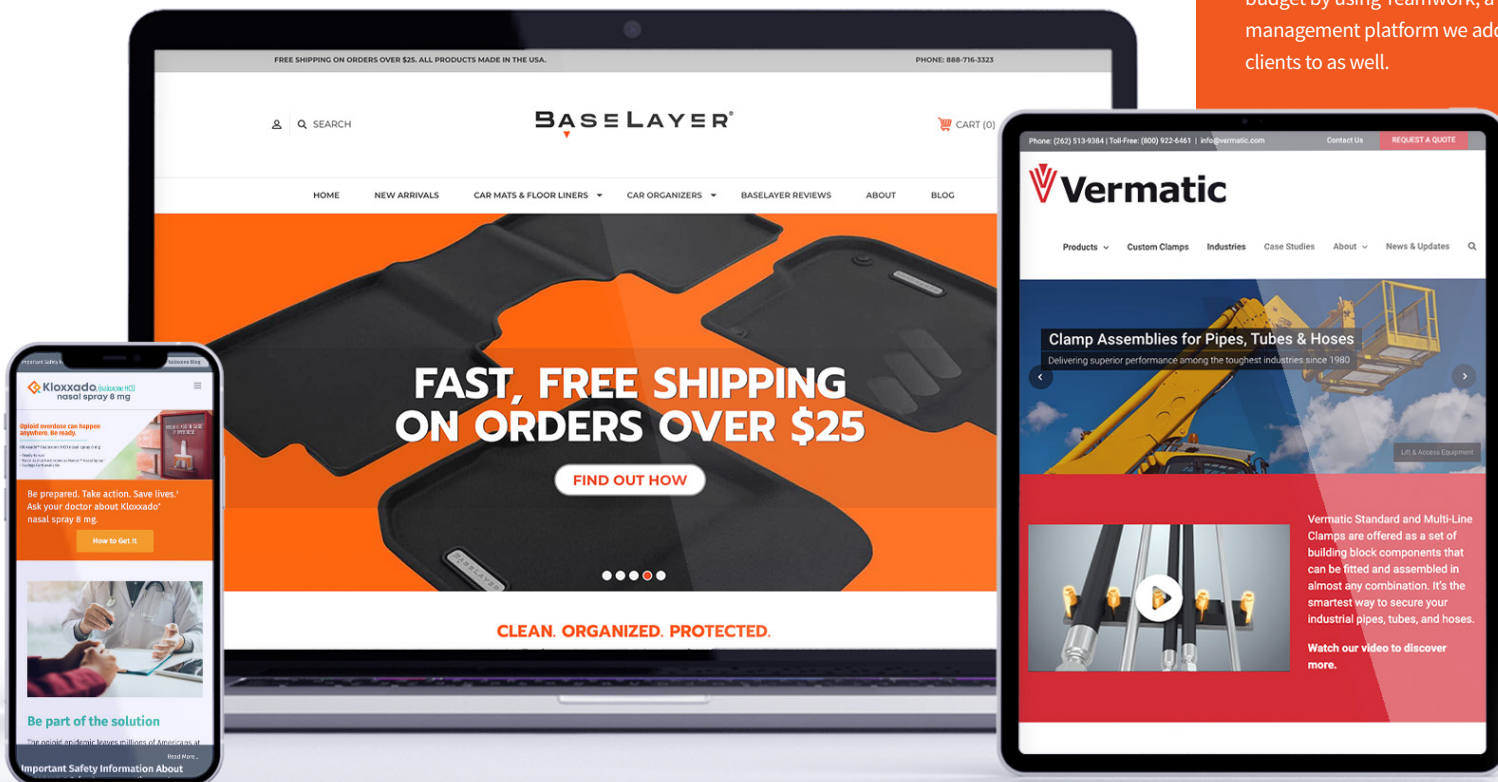
BaseLayer manufacturers of custom-fit vehicle floor mats and liners made from 100% recyclable materials. The company needed a marketing partner to help quickly bring its lines of durable, injection-molded floor liners and vehicle console organizer systems to market — that's where Responsory came in.

We employed our website development workflow process to rapidly create a brand new e-commerce website — including fresh product photography — from concept to completion, and we'll do the same for you.



Balance Focus with Flexibility

Go from overwhelmed to in-control by implementing functional processes for approvals, workflow and organization. We keep our campaigns focused, on time and on budget by using Teamwork, a project management platform we add our clients to as well.





CONTENT MARKETING

Content Marketing

Content is critical at all stages of your customers' journey — for new business acquisition, account nurturing, retention and encouraging referrals. And when planned and executed correctly, content marketing can generate qualified leads and results that boost your bottom line.

Content marketing, which can take shape as public relations, case studies, blogs, videos, lists, graphics, whitepapers and more is the cornerstone of much of what we do. Our content marketing experts blend storytelling skills with digital marketing know-how to create winning content marketing programs for our clients. Plus, we integrate your content marketing strategy with other marketing tactics to create blockbuster, revenue-generating campaigns.

We can partner with you to provide specific content marketing services or to handle your entire ongoing content marketing program. No matter which path you choose, your content marketing program will be tailored to meet your organization's specific goals, resource needs and budget.



Building a Community

People come together and connect to brands through storytelling. When creating engaging content, whether writing for pharmaceutical blogs or newsletter articles for nonprofit organizations, remember stories make an impact. Follow this formula: demonstrate the problem, share why it affected you and then explain how you worked to find a solution. Conclude with what others can learn from your experience.



SEO

SEO

SEO used to be about stuffing keywords on a page to boost your website's ranking on Google. But today, it's way more than that. Though keywords are still an important element, you need to understand and interpret the intent of how people are looking for your products, services or information. SEO requires attention to technical SEO, user experience, a solid content strategy rooted in expertise and trustworthiness, keyword research, and link-building.

And the terrain can be tricky because search engines are constantly refining ranking factors and making algorithm updates. That's why it takes time to build your organic authority and requires significant and consistent research, monitoring and management. We work closely with our clients to make informed improvements and develop strategies that generate long-term SEO value and conversions.



SEO: 3 Paths to Success

To deliver measurable results, your SEO game needs to be strong. This means executing and improving different categories, including:

1. On-page SEO. Website/landing page content optimization and onsite keyword and context strategy.
2. Off-page SEO. Link-building, social media and outreach strategies to boost relevance and authority.
3. Technical SEO. Essential technical best practices that increase your site's visibility and indexability.





DIGITAL DISPLAY

Digital Display

By connecting audience behavior, targeting and compelling creative, we deliver dynamic digital display ads that harness the full potential of a consistently changing technology and landscape.

Our experienced digital team aligns your business objectives with the right platforms, finds your key audiences, manages the media buy, develops the creative concepts and implements the campaigns. Once they are up and running, we're able to analyze and optimize them just as fast as our office dogs gobble up milk bones.

In other words, we monitor and manage your campaigns daily and report your results consistently.

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Do you have what it takes to **Attract Top Talent?**

TIME TO CRAFT! **Oriental Trading**

• Photo Frames • DIY Kits • Spring Art

SHOP NOW

FREE SHIPPING
Ends soon.

HELP PREVENT GOUT FLARES BEFORE THEY START

Eligible adults can receive
\$0* first 30 days & **\$5*** refills

Mitigare
colchicine 0.6mg capsules

START SAVING

*Restrictions apply.

Prescribing Information Medication Guide
Terms & Conditions and Eligibility Requirements

Indication
• Mitigare® is indicated for prophylaxis of gout flares in

Prescribe Kloxxado
Double the naloxone in one device

Kloxxado (naloxone HCl) nasal spray 8 mg

REQUEST A TRAINING KIT

Prescribing Information Medication Guide
Terms & Conditions and Eligibility Requirements
Considering these dual inhibitors with co-trimoxazole in patients with renal or hepatic impairment has resulted in life-threatening or fatal colchicine toxicity. Patients with both

Now Available From Hikma

The first authorized generic Sodium Oxybate Oral Solution

DISCOVER MORE

Prescribing Information & Medication Guide
Do not take sodium oxybate oral solution if you take or your child takes other sleep medicines or sedatives (medicines that cause sleepiness), drink alcohol, or have a rare problem called succinic semialdehyde dehydrogenase deficiency.

together
with CCHP

Trust your health plan to us:

Locally-based plans | Broad provider network | Award-winning service

GET A QUOTE

Open Enrollment ends 12/15.

HEALTH INSURANCE SIGN UP DAY

RESERVE YOUR SEAT

✓ EXPERT GUIDES
✓ FREE INFO

NOVEMBER 15 URBANA ACT NOW!

Health Alliance
INDIVIDUAL PLANS™

LIMITED TIME OFFER

eye Med

GLASSES.com

promo for EyeMed brokers only

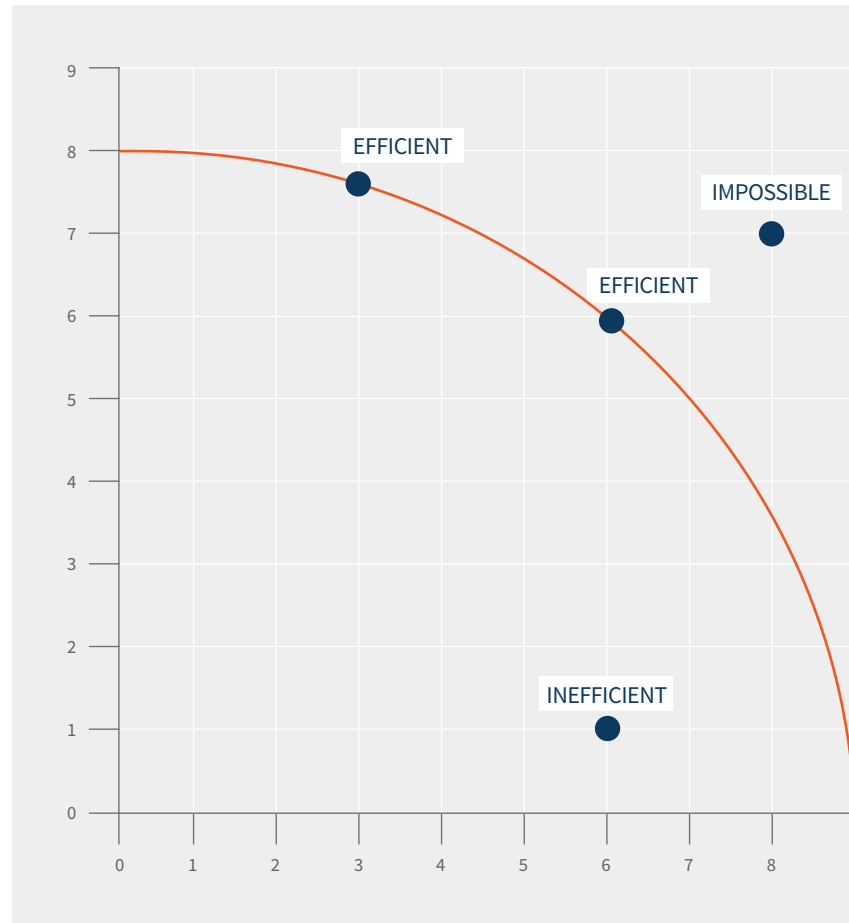
Get rewarded



Paid Search Marketing

At Responsory, we take a dynamic and data-driven approach to paid search marketing—and we do it all ourselves. This means developing PPC strategies that fit seamlessly into your multichannel marketing mix.

Our PPC sherpas work tirelessly on research, planning, targeting and campaign development to optimize click-through and conversion, so you can focus on the hundreds of other things you need to manage on a daily basis. And because we're good (and truthful) storytellers, we provide transparent and consistent reporting, so our clients not only get numbers but an honest and open approach to performance.



With Responsory's help, your paid search campaigns will:

- Drive more relevant customers to your website
- Eliminate wasteful ad spend
- Maximize ROI
- Save you time



VIDEO

Video

There's nothing like a video to bring your brand to life.

Video, when done right, can skyrocket your conversion rates, boost digital engagement, heighten your social shares and optimize your landing pages — all while building brand credibility and trust.

Whether it's telling your brand's story, demonstrating a product, explaining a process, providing how-to guidance, or showcasing testimonials, Responsoy will plan, write, storyboard, produce and publish a video that enances your marketing.

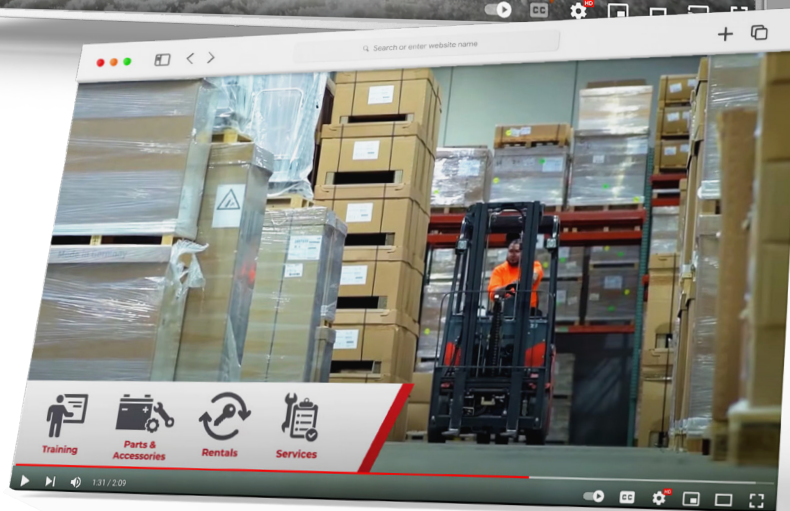
Looking for inspiration for your next video? Check out some of our [recent video work](#).



5 Steps to Make the Most of Your Next Video Shoot

- Plan Ahead
- Outline Your Content
- Scout Locations
- Plan Shots

[DISCOVER MORE](#)





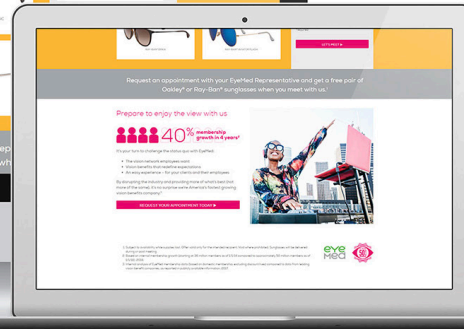
DIRECT MAIL

Direct Mail

Our origins are deeply rooted in direct mail, after all, it's where we got our start. We've perfected this practice over decades, and have taken direct mail to new heights, while consistently delivering measurable results, boosting conversion rates, and providing a healthy ROI.



FIND OUT MORE





RESPONSORY

DIRECT YOUR BRAND

Are You Ready to
Start Your Journey?

Aiming for new heights? We're ready to make
the climb with you.

Phone 262.432.0185
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Let's get
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