

Advertising Services

With products, markets and industries in constant flux, a well-managed brand can be a major source of competitive advantage. DTCS has the power and service offering of an elite advertising agency without the enormous expense. We specialize in all media formats including collateral, magazines, newspaper, brochures, web, video, email and large format.

From creative development to media buying, our experts deliver a superior product that is on time and on budget. We can accelerate your growth with a superior marketing plan and execution to match. We present your fundamental marketing message with a crystal clarity that generates revenue and establishes lasting goodwill.

In addition, we have the metrics and tools to accurately gauge the efficiency of simultaneous campaigns across multiple media formats. You will have the confidence in knowing that your marketing mix choices are the most lucrative and proficient.

Brand Management

For a successful company to thrive in this digital age, a brand image must be seamlessly conveyed across both electronic and traditional media formats. Do your print collateral, web assets, direct mail pieces and advertisements project a consistent brand image?

Our highly-trained consultants implement our "Total Brand Management" program. This process involves initial brand appraisal, marketing strategy creation, project guideline formation, creative development, implementation and evaluation. The marketing analysts at DTCS can assist you every step of the way from initial evaluation to large-scale product launch.

Target Market Analysis

The acceptance of internet commerce has dramatically altered target market composition for entire industries. Are there people across the world willing to buy your product if exposed? The consultants at DTCS are extremely proficient at target market dissection. We get at the core of who is currently buying your products and services.

Not only can we help define your customer base, but we can also find entirely new markets for your service offering. Can your company grow revenue exponentially by using new or modified sales channels? The staff is trained to find out.

Public Relations

Public relations are engrained with every step of the marketing process. From the beginning research of company recognition and product valuation to the exhaustive strategic planning and creative process, a DTCS public relations specialist will assist the project management team.

DTCS excels at the simultaneous implementation of PR campaigns across all formats. Some of the channels include media kits, newspapers, radio, TV, internet distribution, press relations, video news releases, site tours, trade show support and more. We provide detailed metrics, gauge reactions, suggest best alternatives and implement solutions.

Advertising Services - Continued...

Campaign Management

Is your company executing simultaneous marketing campaigns across different media formats and platforms? Do you know exactly which of your marketing dollars are producing results? DTCS can help with its expert analysts and proven software solutions.

We dissect your marketing activities to the basic project level. This could be tracking a specific radio spot, themed pop-up ad or search engine related. Through advanced server-side technologies we track results and report statistics. All of your conversion rates are reviewed to obtain the optimal marketing mix.

Copy Writing Services

The greatest human achievement is language: the power to communicate. At DTCS we offer a full suite of creative and technical writing services that can help you say the right things in the right order.

From television scripts, radio spots, scripts for both television and film, and advertising taglines and copy, you can count on us to deliver tight and professional copy for any written or narrated material.

Custom Photography

Anyone can buy a digital camera, but not everyone is a master photographer. At DTCS we realize the power of image. Our photographers are experts in photography and photographic manipulation, and use only industry level equipment, lighting and accessories.

From make-up, wardrobe, location selection and model retention, our award-winning photographers can make your senior staff, product or service look their best. Portray your best image and watch your sales increase.