

The DTCS Process

Brand Appraisal

Our team carefully researches your company and its products to build a detailed understanding. We look at your past marketing materials as well as your current marketing mix. We also look at your industry as a whole to gain insight on your brand's current position.

Marketing Strategy

From research compiled through internal & external audits, a target market and primary strategy are selected. A marketing message is created for each target that embraces the overall brand strategy. A list of possible concepts and marketing mix options are compiled.

Project Guidelines

Rough concepts and marketing mix alternatives are presented to client for approval. A campaign is assembled based on client's input and acceptance. The campaign is then broken down to the project level with each project given detailed guidelines, metrics and a budget.

Creative Development

In the chosen media formats (web, print, video, voice), we bring the concepts to life. From copywriting, content development and creative direction, we provide complete production services for all media sources. Real-time approval is available through our NextMarket system.

Implementation

The individual project elements are executed through desired media channels according to project guidelines. All marketing materials are delivered to specifications. In addition, a concerted public relations campaign is launched to highlight and augment the branding efforts.

Evaluation

Using previous assessments, forecasts and predetermined metrics, we gauge the effectiveness on a campaign and project level. We find which marketing dollars are producing the best results. Real-time campaign statistics and metrics are available through our NextMarket system.