



# CARES™

## CUSTOMER ACQUISITION AND RETENTION ENHANCEMENT SYSTEM:

The NightHawk Graphics CARES™ program is designed to support the operating needs of your Marketing team. By integrating the NHG CARES™ group with your Marketing team, we can develop a customized program that promotes new clientele, continued and more frequent support from current customers, and increased sales from providing additional, readily available specialty products. This process will optimize direct mail needs: premedia, printing, mailing and data mining.



*The most advanced, intelligent, sophisticated, direct marketing techniques means increased profits for your business.*

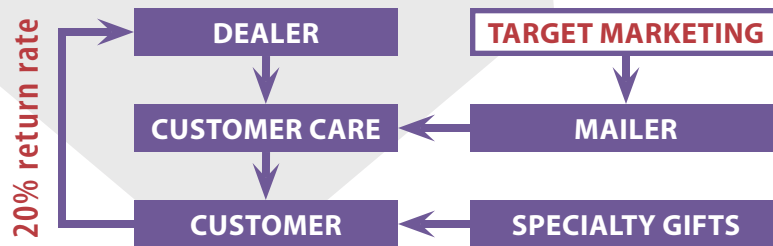


## how our program works

### ENHANCED CUSTOMER RESPONSE:

The NHG CARES™ group has developed proprietary customized software that has proven to increase the conventional 2% - 4% response rate to as high as 20%. By utilizing this state of the art software, our skilled technicians refine the data from each mailing. Over a short period of time, we can identify the response rates of your customers. Monthly offerings and promos can be customized to the customer resulting in higher dollar sales. We can execute a "one to one" or "one to many" sales program and offer gift options from the largest USA distributor of specialty advertising items so your customer can have your logo selling for you year round.

The goal is to regularly vary the offerings which lead to an upgrade in the quality of the customer response... more frequent visits at higher dollar sales per visit.



### CUSTOMER CARE SOLUTIONS:

- Special monthly marketing offering sponsored by manufacturers
- Customer specific custom art available for direct mail pieces
- Direct mail
- Targeted marketing
- Forms and Labels
- Calendar Campaign
- Specialty Advertising Program: Posters, Banners, POP, Key Chains, Pens, Hats, Calendars, and much more

