



PHAEDEAUX LLC www.phaedeaux.com

Kim T. Sanders, Managing Partner

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Accomplishments

- Created the strategy and developed the processes for product development and direct response marketing programs that exceeded FY net revenue goals by 200%
- Managed the development, scheduling, implementation, tracking and reporting of multi-million piece direct mail campaigns that increased response by 28% at a savings of \$1.5MM
- Achieved profitability and efficiency ratios by 33% - 50% through testing and consolidation of sales and marketing processes
- Developed and executed a successful CRM database marketing segmentation strategy to cross-sell insurance and investment products to existing Bank One retail deposit, loan, and credit card banking customers via direct response, online, and point-of-sale
- Developed quarterly client marketing and retention programs to reduce cancellation rates by 10% and generated \$1MM in incremental revenue
- Developed and launched travel rewards and loyalty programs that increased activation and usage from 35% to 65% across the portfolio
- Managed product development, marketing, sales support, and operations of annuity products that generated over \$3 billion in sales through retail banks
- Built and expanded the business planning division of 504 Bank to secure over \$100 million in investment funding in eight months generating a lead conversion rate of 35% and over \$50,000 in incremental fee-based net revenue
- Developed an interactive contact management strategy that increased B2B lead generation and sales closures for a CRM service provider
- Developed and executed a weekly press release and editorial placement campaign to increase client base for an international legal firm
- Developed and placed cost-effective print ads that exceeded lead generation goal by 20% for 401K rollover loan program at a 15% ROI

Don't wait a minute longer to have cost-effective marketing solutions and profitable results for your business. **Contact us today! 262-965-4832 marketing@phaedeaux.com**



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Clients and Employers

- 504 Bank
- AutoMed Software Corp.
- Bank One
- Beneficial Management Corp
- Clement Communications Inc.
- Colonial Penn
- Cybergades, Inc.
- Devon Direct Marketing & Advertising Inc./Euro RSG
- Endocrine Technology, LLC
- Happy Care Technologies, Inc.
- Lamaute Capital, Inc.
- MBNA
- Parad Law Offices
- PNC Bank
- Protica
- Quintessence Restaurant
- Seritis, Inc.
- SYMED
- TNT Debt Recovery, LLC

Fee Structure

- **Quarterly Retainer Option:** **\$2,000 per month**
Services include quarterly marketing plan, media recommendations, weekly press release campaign, market research, list selection and segmentation, creative design and copywriting, ad placements, direct mailings, telephone follow-up, results forecast proforma, tracking and reporting.
- **Project Fee:** **\$5,000 per project**
Services include focused marketing proposal, execution of project over a 6 - 8 week period, tracking and reporting of results

Note: Fees do not include out-of-pocket expenses for postage, ad placement, or list fees.

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