



THE WEINSTEIN ORGANIZATION

A direct response marketing agency building successful customer relationships for our clients.



We Believe

We believe in staying true to the enduring classic direct response marketing principles by applying them to traditional and modern media.



We Listen

To our clients— to understand their business, marketing challenges and opportunities. To our clients' customers— because their campaign response is a measurement of success. and a source of new ideas. To our team— because breakthrough ideas grow from many seeds.



We Solve

We solve marketing problems for b-to-c and b-to-b companies in healthcare, insurance, financial services, retail, travel, construction, government agencies and more with in-depth strategies and relevant and unexpected creative that motivates a desired action.

We Provide Solutions

Customer Relationships

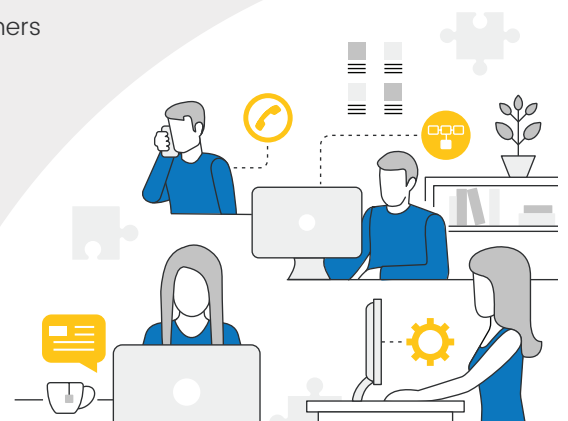
Generate Leads • Nurture & Build Relationships • Acquire New Customers
Develop Loyalty & Customer Value • Increase ROI

Streamline Internal Workflow

Custom Portals • Content Management Systems

Omni Channel Message Consistency

Brand & Message Cohesiveness Throughout Channels



CAPABILITIES

The Weinstein Organization offers a complete range of agency services. However, our desire is to provide only those services which represent true added value to our clients.



Strategic Planning



Research



Marketing Database Development



Creative Development

- Design and Art Production
- Photography
 - Studio & Location Shoots
 - Stock Search & Acquisition
- Copywriting (English and Spanish)
- Websites, email, and social media



Internet Services

- Custom Site Development and Programming
- Enhanced Workflow Portals
- Custom Application Development
- Database Integration
- Hosting, Support and Backup
- Secure Data Storage
- Reporting and Analytics
- Content Management System



Digital Marketing

- Email Deployment
- Banner Ads
- Mobile
- Social Media
- Content Marketing
- Landing Pages



Mailing List Selections and Procurement



Media Planning and Placement



Printing, Data Processing, Personalization, and Mailing



Broadcast Video, Web Video, Digital Content Production



Response Tracking, Measurement, and Analysis

We think of ourselves as an extension of your team and a valued strategic partner in your overall success. Our creative ability, winning strategies, team cohesiveness, and exceptional service have produced alliances that have generated industry recognition and most importantly, long-term relationships and repeat business.

We welcome the opportunity to discuss your next project!

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