



✓ **Marketing Research**

The more information you know about your customers, the more likely your marketing or strategic efforts will find success. At DACO, we will not only provide Marketing Analytics through our database marketing department, we will also seek customer opinion and business intelligence through outbound communications, direct intercepts, brand identity and best practice audits, industry and competitive trend analysis, focus group study, SWOT analysis and feasibility studies.

Marketing mix models allow us to estimate the ROI associated with historical marketing spending in individual channels, as well as forecast the potential impact of different marketing investment levels, revised pricing and promotional strategy, in addition to changing economic factors.

✓ **Website, A/V Production, Print & Photography**

DACO can handle all of your website and production needs from a simple shoot involving a single product in a four-page brochure to a catalog featuring thousands of SKUs, from print runs in thousands to multi-piece mailing, from video, voice-over and commercials to website integration services.

Because of our talent and long standing relationships with service providers, we get you the best available pricing. Cost effective. Efficient. Hassel-free. Service the way you need it to be.

✓ **Media Planning**

It is important to make sure your media mix is the most effective and cost efficient mix of media to deliver your message. Choose the wrong mix, and you can potentially be out of lots of money quickly with mediocre to poor results.

At DACO, we help our clients develop a winning media plan that supports their overall marketing goals and strategies, delivers their brand message directly to their target audience and integrates feedback and metrics so the media plan can be refined and improved over time.