



Go Green Proposal
December 3rd, 2007

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A. Our Company

Company Name:

Directed Path Incorporated

Company Background:

Directed Path Inc. was formed in 2002 and since its inception we have been diligently working to advance within the marketing industry. We saw a void in this industry between major marketing firms (commonly involved with Fortune 100 companies) and the small graphic & web design firms with limited knowledge and experience in result-oriented marketing and branding strategies.

Today we use our in-house creative and technical talent along with handpicked vendors to offer full-service direct marketing and branding services to small medium and large enterprises.



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Directed Path Inc.'s services include:

- Brand development/re-branding
- Marketing and sales strategies
- Web design and development
- Online marketing
- Direct Mail campaigns
- Persuasive copy-writing
- Public Relations

Our Current Employees

- Justin Larsen (co-founder – Digital marketing specialist)
- Kate Finlay (co-founder – Direct marketing specialist)
- Jesse Wilks (Art Director)
- Kevin Disher (Web Design and Development)



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Company Capabilities

Directed Path remains a youthful energetic company focused on building long-term relationships with our clients and their customers. Our key to success comes from 2 distinct commitments we operate under.

The first is our commitment to creating a synchronicity between Direct and Digital Marketing. While traditional direct marketing methods are still affective their power is greatly amplified by the addition of a digital campaign. As business to business sales become increasingly more dependent on a powerful online experience and businesses are often sought out via search engines. We understand that it is essential to have a positive online presence and to use that presence as a way of communicating with your customers. Even if a customer has discovered the company under traditional circumstances the next step for information is the internet. This way of communicating with the customer will give your company the ability to build a database filled with potential prospects, and it also gives us the ability to accurately measure the effectiveness of our campaign and adjust it according to trends giving you maximum return on investment.



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The second commitment we follow is to build close relationships with both you and your clients while keeping a third party perspective. While developing campaigns it is import to keep this perspective but still to remain close with the client and the customers we intend to reach. We are dedicated to digging deep into your target market to discover the buying motives of each segment and then tailoring our efforts in a more personal manner to not only generate sales but to create a stronger connection between you and your customer.

By instilling these commitments in each hand picked member of our team we are able to create an environment where thinking outside the box is encouraged. In this environment we create results; our campaigns are goal oriented, effective and measurable while remaining fresh and innovative. Giving you a step ahead of the competition and presence that will get you noticed.



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B. Our Campaign

Campaign Objectives

- Increase awareness of ServiceMaster's Go Green Campaign
- Increase business to business sales for ServiceMaster
- Increase traffic to ServiceMaster's website

Key Benefits of ServiceMaster's Go Green Program

- Improved image of business
- Financial incentives are in place to reward business that are ServiceMaster LEED® certified
- Business and building that 'go green' have measurable financial gain due to employees health, productivity and retention
- Overall business are able to save money and present a green image at the same time



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Supportive Claims

- “When each of us takes on the responsibility of switching to green cleaning and other green building practices, together we can make an enormous improvement to our overall environment”
- “By using green cleaning with ServiceMaster, we will help you achieve LEED ® certification”
- “Companies are vastly underutilizing their human assets and underestimating the benefits of switching to green cleaning. With the same effectiveness as traditional cleaning, and little or no cost increase, the return on investment for switching to green cleaning can be immense. Get the most out of your business by keeping your employees at their healthiest”
- “Recent studies have shown that sustainable buildings, or buildings that go green, have measurable financial gains due to employee health, productivity, and retention as well as lower operating costs and certain government incentives. And, as more and more businesses benefit from a greener image and the power savings , their individual impact grows exponentially to reach a global scale.”



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Creative Strategy

Directed Path Inc.'s strategy for ServiceMaster is to keep up with their green image. Therefore we are going to limit the amount of paper used and stick with an environmentally friendly campaign.

The first step in our campaign is to build a database of potential business that could benefit from Service Master's GoGreen services. We will then contact these prospected companies by sending out letters (on 100% recycled paper) with detailed information about our products and the benefits associated with them. We are focusing on business to business and it will be easy to find databases of business with possible benefit from our products.

These letters will be personally addresses and will look important to get past the gatekeeper. Most direct mail pieces are the size of postcards and brochures and therefore get thrown out before being looked at by the person it was meant for. Therefore our letter will be placed in an 8.5x11 envelope personally addressed to our target (CEO, HR Manager, Plant Manager/COO) and written by our fellow CEO's, HR Managers, and COO's. By using this more personal strategy the direct mail pieces are more likely to get looked at then a basic brochure.



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The letters will include the needs and wants for the target to want to purchase services and products from Service Master. To support these buying motives the letter will contain features, benefits, and proof geared toward the individuals needs/wants. At the end of the letter it will direct the reader to Service Master's website for our products and current promotions.

In the following days we would also like to send out postcards as a reminder. They will be basic and include more information about the benefits to going green. It will have contact information on it to get a hold of someone personally not just a 1 800 number. We want to appear to our target market as a fellow employee/companion and someone they can actually talk to because they can relate. By doing this we are standing out among the competition.



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Our Big Ideas

- Sticking to our green image by reducing the amount of paper used
- With our letters, appeal to our target as peers and not just another company
- Follow up with our postcards as a reminder. Postcards are eye catching due to the white space used and will be printed on 100% recycled paper.



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Why Directed Path Inc.?

Our ideas will be successful because Directed Path Inc understands the importance of Direct and Digital Marketing. We have incorporated both of these aspects in our campaign. Our direct mail pieces are personalized will get past the gatekeepers and to the hands of our target. Presented are the benefits to going green and we have related this to our consumer in a way that they will understand it. By coming from a fellow CEO/HR Manager/Plant Manager, our customers will know that we understand their buying motives. Directed Path has created a successful campaign that will increase awareness of ServiceMaster and their services.

Directed Path has created this campaign the go hand in hand with Service ' green image. Many other companies out there will ignore this important fact and create direct mail pieces that will not grab the attention of a busy CEO, etc. We have thought of possible barriers and feel that our proposal will be effective in overcoming these obstructions and get Service Master's name out there as the company to call when you are thinking about going green.