

## Capability Statement

Let's Be **DIRECT**

Targeted Marketing Programs for Growing Businesses

## Core Competencies

Let's Be Direct LLC is headquartered in Wynnewood, PA and has been in operation since 2004. We offer and deliver expert services in association and direct response customer relationship management (CRM) that help identify your best clients, retain them, and grow their value. Our services include:

- Customer Loyalty Programs
- Customer Acquisition Campaigns
- List Rental
- Marketing Consulting
- Email Marketing
- Database Marketing
- Public Relations
- Fundraising Appeals
- Database Management
- Association Management
- Social Media
- Graphic Design
- Member Recruitment/Retention
- Special Event Planning
- Mail House
- Creative Services
- Personalization
- Print Production
- Advertising Campaigns
- Targeted Direct Mail
- Variable Data Printing

## Past Performance

Let's Be Direct LLC has a proven track record of delivering service to clients that exceed expectation in the private and public sector.

NY State Education Department  
Project Description: Common Core  
Test Booklets  
Project Value: \$2,703,219  
Project Completion: 2016

NY State Education Department  
Project Description: Common Core  
Test Booklets  
Project Value: \$4,376,174  
Project Completion: 2017

NY State Education Department  
Project Description: Common Core  
Test Booklets  
Project Value: 2018: \$4,343,217  
Project Completion: 2018

## Differentiator

Once your business's current and best customers have been identified, we can purchase direct mail and e-mail lists of consumers with similar characteristics. This form of customer psychographic and demographic profiling provides you with a relevant list of prospective customers who could have already bought products similar to yours, have a need for your product or are more inclined to buy your product or service. Our successful campaigns build value and provide relevance.

## Company Data

**DUNS:** 021750731  
**Federal ID:** 20-0901563  
**Cage Code:** 6RKA3  
**WBENC:** 2005124179 expires 2/28/20  
**WOSB:** 20226647 expires 2/28/20  
**New York State:** 3925365 8/5/22  
**AMCI:** expires 1/21/22  
**NAICS Codes:** 323111, 323117, 323120, 511130,  
511140, 511199, 518210, 541430, 541612,  
541613, 541618, 541810, 541820, 541830,  
541860, 541890, 561110, 561920, 561990,  
813910, 813920  
**Accept Credit Cards and Purchase Orders**

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