



IMMEDIATE MEDIA ALERT

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Despite D& B's Finding That Every 2 Hours, 706 Companies in America Move, Renowned New York Marketing Consultant Shows Los Angeles Businesses 3 Easy Ways To Keep House Files Clean, Current and Cost Productive

Author/Expert Ruth P. Stevens Talks On The True and The New: This Year's Secrets To Selling in the Volatile B2B Marketplace, Wednesday January 17th



“ When it comes to customer acquisition and retention, there are few direct marketing consultants in Steven's class. Her experience and expertise gained from top stints at IBM Corp., Ziff-Davis and Time Warner put her in great demand. ”

— Crain's BtoB: The Magazine for Marketing and e-Commerce Strategists, April 8, 2002, listing of "The 100 Most Influential People in B-to-B."

LOS ANGELES – January 3, 2007 - It's every business owner's nightmare. Products are perfected. Creative chiseled. Offers proffered. Databases stuffed with leads. Media bought. Then, the targeted marketing begins. Only to reveal: somebody moved the cheese. Customer connection certainty is not a part of the 2007 marketers' hardware. What tools can a marketer rely on? One of America's most experienced in the business of direct, interactive and database marketing, Ruth Stevens, will be in Los Angeles to present two niche talks revealing emerging and exciting B-to-B marketing techniques this Wednesday January 17th at The Proud Bird Restaurant, 11022 Aviation Blvd., Los Angeles.

"We know that B-to-B data degrades at the rate of 4-6% per month!" says Ruth, President of eMarketing Strategy, a B2B and B2C consulting firm. "I show businesses how to get around Dun and Bradstreet's statistic and more." According to BtoB Magazine, 60.7% of B-to-B companies plan to increase their marketing budgets in 2007 - even with trends pointing to multi-channel marketing, increased recipient control, media fragmentation, regulation versus self-policing and higher customer acquisition and retention costs. Without new information on getting, keeping and selling to the business data they have, many companies are headed for potential financial fiascos.

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Ms. Stevens' morning workshop and afternoon luncheon focus on both basic and new elements of the conversation with customers to address the difficulties of B-to-B data, long complex sales cycles, and multiple party decision making.

Starting at 9:30 a.m., the first workshop gives an overview of the nature of direct marketing in B-to-B environments, including understanding and growing the value of the business database with these key takeaways:

- Where to find specific customer data and the essentials for a data record
- Top tips on keeping your data scrubbed, functional and profitable
- Media to avoid – and media that makes the best prospecting
- What to say in your offer to attract today's business buyers
- Sizzling creative tips that cry for ROI as channels multiply
- 5 new techniques you can try as soon as you get back to the office

Every sales force dreams of marketing functions that provide them with a steady stream of qualified leads. The noon to 1:30 p.m. session uncovers techniques for lead generation and management in 2007 by providing specific examples, stats and benchmarks of interest to sales people and their managers.

- Top 10 tricks for lead generation that sales will love you for
- How to spot hot opportunities for leveraging within lead generation
- Specific campaign response rates unveiled
- Modifying offers to drive ROI at various stages of the sales cycle

"Ruth certainly knows how to engage her audience with direct questions, lively exchanges, and good humor," says Heather Frayne, whose company Direct Marketers On Call, Inc. has sponsored Ruth's seminars in the past and is planning on having her speak again. In B-to-B markets, DM-driven sales grew 8% in 2006, versus consumer sales growth of 6.9%. (Source: The DMA) In 2007, the business marketer who can master technology and content in both prospect and customer dialogues remains a step ahead of the competition.

Ruth P. Stevens (212-679-6486, ruth@ruthstevens.com or www.ruthstevens.com) consults on customer acquisition and retention. She has held senior marketing positions at Time Warner, Ziff-Davis, and IBM, as well as two Internet startup companies. Ruth teaches graduate students at Columbia Business School, is past chair of the Business-to-Business Council of the DMA, and serves as president of the Direct Marketing Club of New York. She is the author of 2 business books: *The DMA Lead Generation Handbook*, and *Trade Show and Event Marketing*. She has studied marketing management at Harvard Business School and holds an MBA from Columbia University.



January's 2nd Program: B-To-B Direct Marketing: The True and The New, January 17, 2007: The Proud Bird Restaurant, 9:30 a.m. to 11:30 a.m. Top Ten Tricks for Sales Leads Generation Noon - 1:30 p.m., 11022 Aviation Blvd., Los Angeles, CA 90045 (310) 7670-3093.

To register for the day, or either event, or for more information about DMAsc and its programming, the public is encouraged to log on to www.DMAsc.org or call (818) 541-1152. Pre-registration by January 14th is encouraged to receive the discount rates.

About DMAsc: Now in its 30th year, The Direct Marketing Association of Southern California (DMAsc) continuously brings Direct Response-Boosting Strategies to Growth-Obsessed Marketers. As the only organized community of direct marketing professionals in the Southern California area, this non profit provides opportunities and events for learning, networking, sharing ideas and getting your projects and programs to deliver higher return on investment (ROI) and greater monetary profits. If you work in direct response marketing, offer supply services used in direct marketing, are employed by a business that has or is interested in developing a direct response campaign, teach marketing-related subjects, are a student of marketing or if you are a business-builder selling and promoting products, then DMAsc (www.DMAsc.org) is for you.

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