

Direct Marketing Network Helps Maximize Student Enrollments for Local Private School

Classrooms at The Village School are full, thanks in part to a successful direct response campaign engineered by Direct Marketing Network.

HOUSTON, TX – December 7, 2006. Direct Marketing Network (DMN), a strategic marketing agency, has helped The Village School achieve its enrollment goals through the spring 2007 semester, the agency announced today. Houston-based DMN is the largest full-service direct marketing agency in the Southwest.

Founded in 1966, The Village School is a well-respected educational institution serving kindergarten through 8th grade students on its campus near the West Houston Energy Corridor.

DMN created an integrated marketing campaign with letters, e-mails, summer school promotion, open-house event and 40th anniversary promotion. Copy and visuals support the school's new brand positioning strategy, "Educational Excellence and Superior Values: A World of Experience to Give Your Child a World of Opportunities."

Mailings targeted the families of current students as well as demographically similar households within the school trading area. "Profiling for the correct target audience makes all the difference in direct response marketing," said Kent Bartholomew, DMN account executive.

"The Village School has an absolutely top-notch curriculum, teaching staff, campus, resources and opportunities for kids to grow and excel. Our challenge is to ensure parents of prospective students hear about what's available to them at The Village School," Bartholomew explained.

"DMN has shown us how much can be accomplished when direct response marketing is done right," said Tim Vail, development director for the school. "We've used direct mail in the past, but never with this degree of success. Our enrollments are the highest in five years. Our return on investment makes this a worthwhile marketing strategy going forward," he added.

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About Direct Marketing Network

Direct Marketing Network is a full-service agency that connects businesses to their customers using proven direct response methods. A strategic partner for companies that want improved accountability, Direct Marketing Network delivers insightful campaigns, flawless execution and measurable results – on time and on budget. The agency comprises a seasoned team of marketing, creative and technology experts and is a recognized resource for direct marketing best practices. Online and offline solutions encompass Web, e-mail, direct mail, search engine optimization, print advertising, multi-cultural marketing, brand management and corporate communications. Founded in 1992, Direct Marketing Network is a trusted partner for these client industries: banking, retail, education, energy, financial services, healthcare, industrial products, insurance, real estate and technology. For more information, please visit: www.directmarketingnet.com.