

Marketing Company Comparison

	Birthday Club	Amazing Mail	Blue Hornet	FishBowl
Format				
Direct Mail Letter/Card	x			
Direct Mail Postcard	x	x		x
E-Mail			x	
HTML Newsletter			x	x
Web Site				x
On-Line Surveys			x	x
Gift/Loyalty Cards				x
Database Management				
On-Line Sign-Up			x	x
In-House Data Entry	x	x	x	x
Outsourced Data Entry			x	x
Imports Existing Lists	x	x	x	x
List Clean-Up				
Graphic Design				
Uses My Own Designs		x	x	x
Designs from Templates	x	x	x	x
Custom Designs		x	x	x
Personalized Messages	x	x	x	x
Marketing Campaign Design				
100% Me	x	x		
50/50			x	
100% Outsource				x
My Workload				
100% In-House	x			
50/50		x		
100% Outsource			x	x
Technical Expertise Required				
	Basic Computer Skills	Basic Internet/Design Skills	Some Design & Computer Skills	Basic to No Computer Skills
Prices				
Up-Front Set-Up Fee	Low	0	Medium	High
Per-Piece Fee	High **	Medium	Low	Low
Monthly Fees	0	0	Medium	High
Separate Printing Fees	Low **	0	0	0
Overall Expense	Low	Low	High	Very High

** You purchase cards or print in-house yourself.