



# **Marketing Solution**

## **Effectively Contacting Your Alumni Base**

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## Summary

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**Objective:**

Provide marketing solution for the colleges and universities (the Client) where the Client can implement the Voice Mail Broadcasting service to the Client's alumni base to create awareness and develop efficient and effective fund-raising or other informative campaigns.

**Opportunity:**

The Client can utilize the ListeNation Digital Voicemail Broadcast (the DVMB) service to contact the entire alumni base with a warm, personal, relevant message containing emotional triggers and a call to action. ListeNation Digital Voice Mail Broadcasting presents an opportunity to create a higher impact marketing strategy that generates immediate responses from your targeted audience. We give you the ability to leave tens (or hundreds) of thousands of messages a day on answering machines and in voicemail boxes. Maximize your time by fielding the calls of your supporters, and not chasing the people. Think about all the willing and supportive alumni calling YOU to donate or participate for your University!

**Strategy:**

ListeNation Digital Voice Mail Broadcasting is a retention, acquisition, and relationship tool that can help generate activity and build brand image and loyalty by delivering a message that people want to hear. This highly effective media relays a *personal* message from our system to millions of answering devices, just as if someone had *personally* made the call.

**The University's Commitment:**

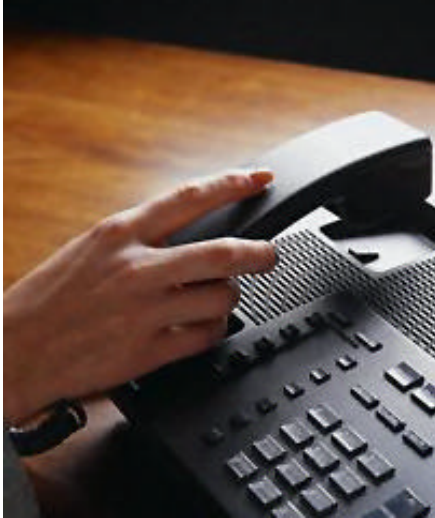
The University commits executive, marketing and technical resource to ListeNation Corporation to develop and implement the Digital Voice Mail Broadcast campaign.

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## What Is Voice Mail Broadcasting Service?

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### *It is a Different and Better Marketing Solution!*



For Our Friends ...

Our new media, Voice Mail Broadcasting, creates opportunities that have never existed before. We have been developing and refining our system for the past 3 years. This new media gives you the ability to leave thousands or even millions of messages a day - to your alumni and interest groups - on home answering machines and in voice mail boxes that sound just as if your University's best representative personally called. The quality of ListeNation Corporation's message is so good that you would not know that a live person did not leave the message.

When our system dials the home or business phone numbers for your University, the sophisticated voice analysis module in our software recognizes the difference between a live human voice and a variety of answering machines or voice mail. Our system will decide how to proceed after analyzing the two different options:

1. Live Human Voice – Alternative recording or the system will terminate the call immediately.
2. Answering Machine or Voice Mail - The system will leave your “*emotionally scripted*” prerecorded message that will generate a call to action.

The beauty of marketing with ListeNation is that your alumni can respond at their convenience -- it is very unobtrusive.

The voice mail boxes are the last TRUE places to communicate with your alumni and interest groups on a one-to-one basis. It is second only to live person-to-person interaction. Your alumni receive thousands of advertisements each day on the radio, TV, driving down the street, reading the newspaper, in their mailbox and even cold calls during dinner. ListeNation Corporation can give you the ability to leave a relevant friendly message on the home answering machine to communicate with your people on a one-to-one level, while giving your alumni the respect and control to listen to it when they wish.

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## Apply ListeNation Voicemail Broadcast As The Marketing Tool...

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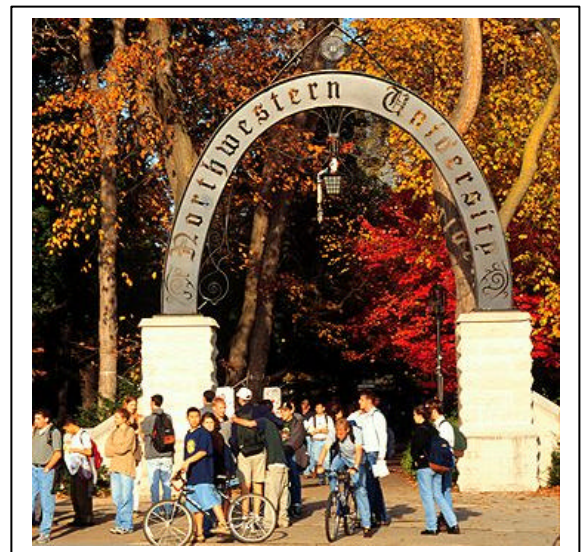


Voice Broadcasting can help you increase response rates and lower marketing costs with our unique approach. Our Voice Mail Broadcast messages are designed to draw responses by the use of sincerity, inflection, passion, tone and personality. This is a true art form. We hope our marketing ideas will get you thinking about all the exciting ways to use Voice Broadcasting to help your University exceed its marketing goals.

We have been successful in cutting the marketing cost-per-customer in every industry with which we've worked. ListeNation can lower your marketing costs. We can help you communicate with millions of alumni or prospects within hours.

**Enhance Marketing Results (Pre & Post-Call):** Voice Broadcasting has a proven track record of increasing the response rates and results of other media. Reduce costly marketing efforts by broadcasting a friendly message to your targeted audience (anticipation) and/or after (special offer) your direct mail piece is sent. Direct mail & Telemarketing for fundraising and member persuasion have all been enhanced with a personal VMB, and have generated substantial increases resulting in increased ROI.

**Loyalty Programs:** Whether it is a “We appreciate your support” personal message from the Dean or a school celebrity, ListeNation VMB is a powerful way to show appreciation, to generate loyalty, and enhance support. Now you can consistently and cost-effectively maintain a close, personal relationship with your supporters.



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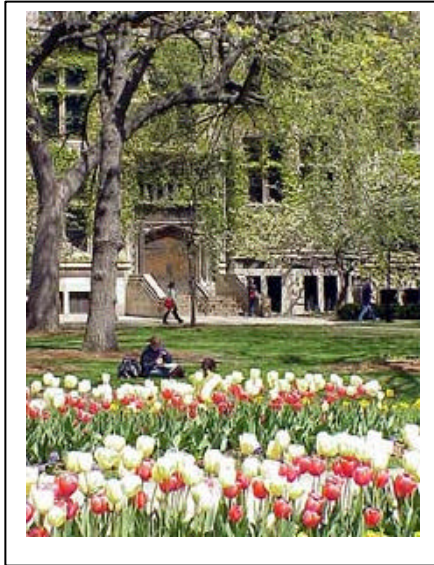
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## Lets Discuss The Performance Of Our Service...

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The competition is tough. We live in a result oriented world. One must always be on guard and look for ways to do it better and cheaper than the next guy. When you study the numbers and take action, you can have that advantage. With an estimated 200+ million answering machines and voice mail boxes, the telephone/answering machine is the single largest common device possessed by the American home or business.

Humans will only believe up to 30% of what they read. However, we will believe up to 70% of what we hear from other people. Over 9 Billion pieces of direct mail were never opened in the Year 2000.

On average, less than 17% of all direct mail offers to people are opened. Once opened, on average people spend from 5-to-6 seconds with each piece.

Voice Mail Broadcasting is quicker to market, has a much higher baseline effectiveness and the ROI (return on investment) is substantially greater. The following figures are from a comprehensive Direct Marketing Association study and actual Voice Mail Broadcasting campaign results reported by Fortune 200 companies.

<i>Direct Media Type</i>	<i>Return Generated Per Dollar Invested</i>
Television Commercial	\$5.06
Radio Spot	\$6.12
Telephone Marketing Call	\$7.78
Magazine Ad	\$8.80
Direct Mail Piece	\$11.18
Newspaper Print Ad	\$12.40
“Other Media”	\$5.03
<b>Voice Mail Broadcasting</b>	<b>\$29.65</b>

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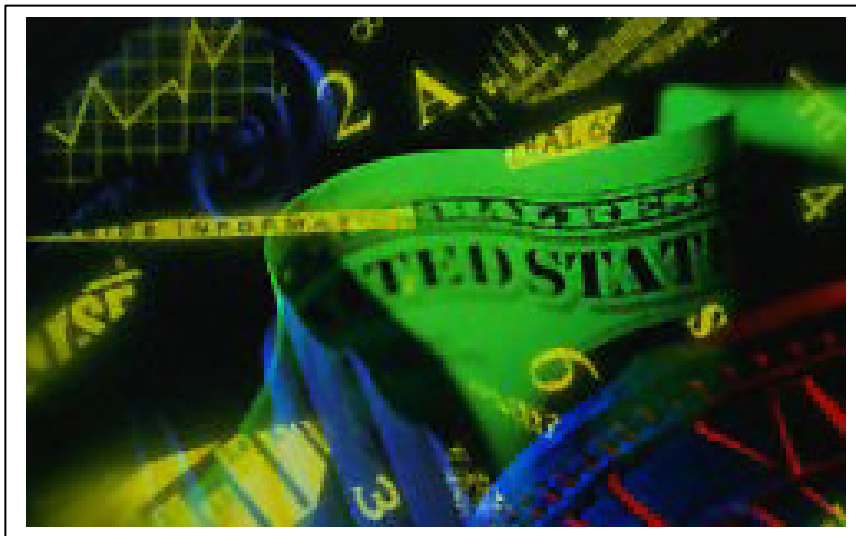
**ListeNation Is Your Technology & Marketing Partner.**

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...ListeNation Corporation  
Partners with a Major  
Telecommunications  
Company...

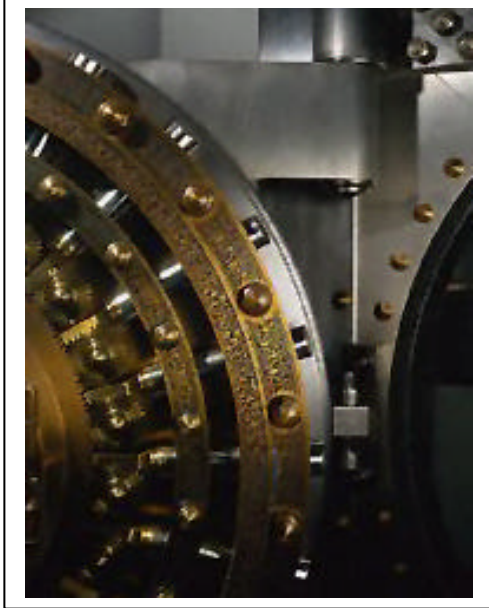
*In addition to key strategic relationships with major telecommunications companies, ListeNation Corporation's technological facilities are located at a central POP (Point of Presence). The POP Partner is **Exodus**, a "world class" data-storage, disaster recovery facilitator that ensures your data integrity and protection.*



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## What Are The Benefits Of Our Voice Mail Broadcasting Service?

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*When Was Last Time You  
Were Pleasantly Surprised  
by Your Marketing **ROI**?*

**Supporter Loyalty:** Increase your alumni participation by using ListeNation's Voice Mail Broadcasting Service to communicate and cultivate your relationships.

**Control Your Marketing Costs:** Because we can generate better results, you will have the opportunity to reduce your conventional marketing costs.

**Reach Out to the Mass:** On average direct mail gets opened only 13% to 17% of the time. In addition, 90% of the time telemarketers will not get to communicate their pitch.

**Juice-up the Current Marketing Programs:** When using ListeNation's Voice Mail Broadcast Service, you can supplement your marketing programs by sending a message out before, during, or after the direct mail campaign, which can produce 3 times the normal response rate.

**Believe in The Human Touch:** Our Voice Mail Broadcast messages are designed to draw responses by the use of sincerity, inflection, passion, tone and personality. This is a true art form. We work with the psychology of human behavior. We understand that people make decisions based on emotions. We are the best at the art of "emotional responses" no matter what your product and/or service.