



Responsory is a digital-centric, direct response agency focused on measurable, multichannel marketing solutions. Our strategies employ a variety of tactics that work together to effectively reach targeted B2B and B2C audiences, reveal meaningful insights, establish deep engagement and deliver ROI.

Location: Metro-Milwaukee, Wisconsin

Founded: March 1, 1999 by Grant A. Johnson

Team: ~20 seasoned professionals

SERVICES

INDUSTRY EXPERTISE:

- | | | | | | | |
|-----------------|----------|----------|----------------------|---------|--------------|-------------|
| Audit/Research | Strategy | Branding | Advertising | Content | Digital/Web | Direct Mail |
| Display/PPC/SEO | Email | Events | Marketing Automation | PR/ePR | Social Media | Video |

- Association Membership
- Business Services
- Financial Services
- Food & Beverage
- Health Insurance
- Health, Medical & Pharma
- Insurance Services
- Manufacturing & Distribution
- Not-For-Profit
- Technology

CORE COMPETENCIES:

Whether you're launching a product, opening new markets or revamping your brand, Responsory's multichannel marketing experts and creative strategists are ready to help.

Strategy - Cutting-edge Targeting. Compelling Content. Better Engagement. With roots in direct response marketing, metrics and ROI are part of our DNA. We've continually evolved to offer comprehensive traditional and digital marketing services, including those enhanced with AI and machine learning.

Creative - Data-driven Insights. Cross-platform Creative. Engagement-driven Design. Your brand — it's the heart and soul of your organization. Responsory can breathe new life into your creative strategy with a method that's proven itself time and time again – Direct BrandingSM.

Results - Stronger Leads. More Customers. Higher Sales. From health insurance to pharmaceutical and business services to manufacturing, we work with a variety of B2B and B2C clients nationwide. Like you, each one has a unique situation and deserves a uniquely tailored, results-driven solution.

20 YEARS IN BUSINESS

150+ CLIENTS

in 4,200+ LINKEDIN CONNECTIONS

187 YEARS COMBINED EXPERIENCE

LAST YEAR

- 190 Banner Ads Designed
- 14 Million DM Pieces Mailed
- 93 Client Programs



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