



Delivering measurable  
B2B marketing results  
for more than 20 years.





# Aim higher.

**Boosting your marketing ROI isn't rocket science.  
But if you're not using data to **fuel your creative**,  
you won't have liftoff.**

Responsory is a multichannel marketing agency that excels at delivering content-rich, measurable marketing campaigns for B2B-focused businesses. In our world, marketing is not an expense, it's a revenue generating activity. It must be measured, tested and continually adjusted – so the results it produces meet or exceed your objectives.

We'll help you stay ahead of the competition by outsmarting, not necessarily outspending them. We're savvier and more precise in how we deliver your messages, who we deliver them to and when we communicate.



# Helping B2B clients thrive.

We recognize each client is unique, and we treat them that way. We apply our years of B2B experience, but we never take a cookie-cutter approach.

## B2B Manufacturing

Power and productivity  
for a better world™



## B2B Services



## B2B Associations/Gov't





# Marketing ROI since 1999.

Our belief in measurability stems from our roots in direct response. We've been number nerds since our inception in 1999. And, we continue to lead the way with creative, data-driven strategies that generate leads, attract new high-value members, boost conversion rates and provide a healthy ROI.

Our expert strategists, writers and designers have a knack for translating complex information into compelling creative. With foundational strength in public relations and content development, we craft messages that not only create a buzz but also resonate with prospects and compel them to act.

Top that with sophisticated online and offline targeting methods, including our proprietary programmatic digital advertising platform – Smart Zones.



## **B2B MARKETING SERVICES**

Communications Strategy  
Advertising (Print and Digital)  
Branding  
Collateral  
Content Creation  
Digital/Web  
Direct Mail  
Email  
Public Relations  
SEO  
Smart Zones  
Social Media  
Video Development



## Proactive PR Earns ROI of 8 to 1

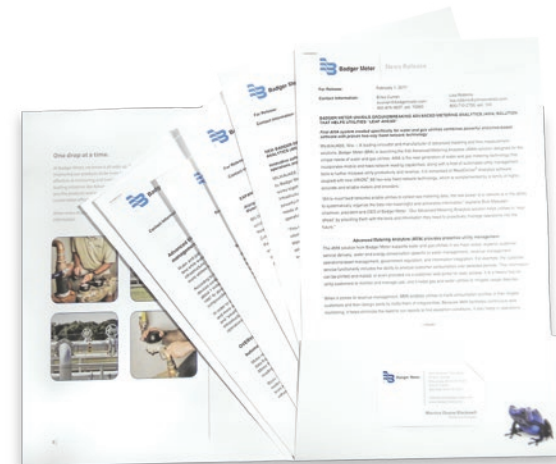
After conducting a media relations audit for this global manufacturer of flow measurement products, we identified the opportunity to increase its vertical market exposure, boost brand positioning and support sales leads.

Responsory developed a strategic, proactive PR program focusing on key media and trade shows to support Badger Meter's leadership position and distinguish it from competitors.



Our content development included case studies, tips stories, features, awards, technical articles and press releases that earned multiple media placements.

The program garnered incremental success with an ROI of 8 to 1.



➔ Want to know more about our approach? Visit [direct-branding.com](http://direct-branding.com) to get the scoop.

## Highly Targeted Campaign Lands Fresh Opportunities

In a fiercely competitive industry like staffing, how do you capture your prospects' attention and convince them to choose your firm over the competition?

We used strategic direct response and powerful digital technology to create a robust integrated campaign for The Intersect Group (TIG), an Atlanta-based IT and F&A Staffing and Consulting firm.

The multichannel campaign generated **numerous appointments** across markets. In Charlotte alone, it brought in **31 appointments and 23 job orders** so far!



We targeted select IT decision-makers in key markets with dimensional mail. A landing page, email and phone follow-up helped nurture leads and warm up prospects for meetings. Smart Zones digital advertising and select print advertising reached the target audience at work and at home.





# We have an eye for mission-critical talent.



Today, IT and F&A staff are mission critical to your success. That's why we focus specifically on these cornerstones of business productivity. From programmers to the CTO, accounts payable clerks to the CFO, our deep experience across industries and multidimensional resources are dedicated to adding bottom-line value. Proven Consulting & Staffing resources help you improve processes, identify talent needs and fill talent voids. Because we invest the time to get to know your business and strategically evaluate candidates, we provide that fit that suits the tasks as well as your culture. So whether you need contract, contract to hire, or direct hire, we provide that ideal intersection of insight and strategic resources to propel your organization forward.

To see the results we can produce for you, visit [theintersectgroup.com](http://theintersectgroup.com) or contact us for a free consultation.

Atlanta Headquarters & National Recruiting Center: 770-500-3636  
Dallas Office: 469-341-5930



**FIND YOUR NEXT TECH:**  
GURU • SUPERSTAR • HERO

**30 min. No risk.**  
**IT Talent Review**

**THE Intersect GROUP** **GO**

Get a **UNIQUE** perspective.  
30 min. IT Talent Review

**THE Intersect GROUP** **GO**

**Intersect GROUP**  
Our Talent is Creating Results

1-800-XXX-XXXX

**BETTER CANDIDATES = BETTER RESULTS**  
We help you connect with the right talent for your technology goals.

**For new Intersect Group clients...**

**amazon.com \$50** This gift card is yours when you meet with a member of our Tech Team for a **30 min. Talent Review.**

Call us to schedule your complimentary Talent Review, or complete the online form below, and we'll contact you.  
**Offer ends Nov. 13**

**Call 1-800-XXX-XXXX** to speak with a Talent Team Member.  
Monday through Friday 8 a.m. to 5 p.m. CST.  
\*Rescheduleable.

First Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Last Name: \_\_\_\_\_ Email: \_\_\_\_\_

**LET'S TALK**

**From Executive Management to Tech Support**  
There's a lot more to us than just a discerning eye for business-critical IT talent. Extend your team's capabilities by leveraging the power of strategic consulting and comprehensive IT staffing solutions to take your performance to a higher level.

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➔ Who are the nerds behind numbers like these? Check us out at [responsory.com/team](http://responsory.com/team).



## Multichannel Mix Creates a Positive Reaction

Existing marketing tools for this world-class supplier of proprietary chemicals were complex and outdated. RBP Chemical Technology needed impactful, easy-to-use marketing to support its sales efforts.

Strategic marketing led to **significant sales increases**, while **improving productivity** of sales and service teams.

RBP CHEMICAL TECHNOLOGY

# INGENUITY IN THE PRESSROOM

**STARTS HERE.**  
[www.RBPToolBox.com](http://www.RBPToolBox.com)

- ✓ Cutting Bars
- ✓ Sorbents
- ✓ Tapes & Adhesives
- ✓ Press Parts
- ✓ Blankets
- ✓ Splice Tape & More

[rbpchemical.com](http://rbpchemical.com)  
1-800-558-0747

**rbp**  
chemical technology

THE INTELLIGENT CHOICE

Responsory built a cohesive marketing program starting with a fresh brand identity. Next came website development, a blog, organic SEO, ongoing public relations, trade advertising (online and print) and direct mail. We also developed a custom sales tool application – [RBPToolbox.com](http://RBPToolbox.com) – to empower sales and service with quick access to product solutions.

**ToolBox**

**FAST, EASY  
ACCESS TO  
PRODUCT  
DETAILS**

[www.RBPToolBox.com](http://www.RBPToolBox.com)

## IS RBP IN YOUR PRESSROOM? WE SHOULD BE.

RBP Chemical Technology satisfies all your pressroom needs with our comprehensive product line and full-service approach, offering every pressroom consumable you can think of. From cutting bars, tapes and silicones to fountain solutions, press washes and more, RBP provides end-to-end pressroom support that's developed, manufactured and serviced by RBP personnel.

WE'RE YOUR GO-TO SUPPLIER FOR EVERYTHING IN YOUR PRESSROOM.  
[www.rbpchemical.com/everything](http://www.rbpchemical.com/everything)

## WORLD CLASS REPUTATION

Recognized as **The Intelligent Choice** by our customers and industry peers, RBP has earned a reputation for recommending the right product for the right application resulting in the best printing results for our customers. Discover for yourself our advanced technical capabilities, RBP innovation and our product offerings. Get the latest news and experts' updates too and so much more.

[www.rbpchemical.com](http://www.rbpchemical.com)





THE INTELLIGENT CHOICE

RBP Chemical Technology, Inc.  
150 S. 18th Street Milwaukee, WI USA 53234-0069  
PHONE: (414) 258-0911 | TOLL FREE: 800.558.0747  
rbpchemical.com



## PROVEN PERFORMANCE IN PRINT CHEMISTRY

Founded in 1954, RBP Chemical Technology is a USA-based leader in print chemistry. RBP printing chemicals in some of the most prominent newspaper and commercial print facilities in North and South America, India and South Korea.

As a leader in the development and production of world-class pressroom chemistry for the coldset, heatset and commercial sheetfed markets, you can expect the highest level of customer support and care.

## RBP'S PROVEN CHEMISTRY WILL HELP YOUR PRESSROOM:

- Print sharper, cleaner dots
- Improve press utilization
- Reduce operating costs
- Perform quicker make-readies
- Reduce paper waste
- Gain better yields through low-dosage chemistry
- Decrease VOC emissions

## PRODUCT OFFERINGS

### COLDSET/NEWSPAPER

Liquid Gold® Series

### HEATSET WEB

Liquid Gold® Series

### COMMERCIAL SHEETFEED

Unitrol® Series

Aqua Series



www.RBPToolBox.com

## ToolBox

### ONLINE PRODUCT SELECTOR & TROUBLESHOOTER

Visit [www.RBPToolBox.com/printing](http://www.RBPToolBox.com/printing) to see complete product details organized by application and category. RBP's ToolBox gives you direct access to thousands of product data sheets and the industry's most comprehensive troubleshooting guide.



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## RBP TO DEBUT NEW LINE OF ULTRA-CONCENTRATED FOUNTAIN SOLUTIONS AT PRINT13

Intellicon™ fountain solution formulas from RBP Chemical Technology help newspaper and commercial print facilities lower costs by up to 80 percent and deliver product to press more efficiently.

**Milwaukee, WI (July 31, 2013)** - Exhibiting smooth #5044 during PRINT13, September 8 - 10, 2013, RBP Chemical Technology ([www.rbpchemical.com](http://www.rbpchemical.com)) will launch its new Intellicon™ line of ultra-concentrated chemistry products. Printers in the coldset, heatset and UV sheetfed markets can now reduce fountain solution consumption by an estimated 50 to 80 percent when using Intellicon products.

Intellicon's Liquid Gold™ and Concept 21™ brands enable printers to make more press mix with less fountain solution, thereby reducing a company's overall consumables cost. More efficient to ship, handle and store than traditional pre-mixed fountain solutions, Intellicon offers numerous logistical advantages to the print customer.



### PACKAGE-TO-PRESS SOLUTIONS SAVE SHIPPING COSTS AND STORAGE SPACE

"From freight cost and floor space savings to direct pump distribution, Intellicon is a new way to deliver a well-proven product to press," says Mark Hamer, director of print sales and marketing at RBP. "All the ingredients have been concentrated into a more user-friendly, longer-lasting product. Intellicon is truly an on-demand, direct-from-the-package delivery system that allows press operators to pump what they need, when they need it, while still achieving the same great press results as with pre-mixed solutions."

Due to their modest container size, Intellicon products consume less storage space and

are easier to handle than pre-mixed fountain solutions. Concentrates utilize much smaller packaging, resulting in reduced freight costs that are passed along to the customer. The products can also be individually drop-shipped rather than shipped, which is beneficial for shipping to hard-to-reach destinations.

### HOMOGENEOUS SOLUTIONS ELIMINATE WASTE

Liquid Gold's ultra-concentrated, homogeneous solutions in the Intellicon line incorporate the latest chemical technology for newsprint and coldset applications and are available in both mild acid and neutral formulas (Liquid Gold i-MA and Liquid Gold i-NU). The fountain solutions can be pumped directly from their original containers with no additional steps required or printers have the flexibility to reconstitute the solutions to any desired amount onsite. Liquid Gold i-MA and Liquid Gold i-NU are completely adjustable, allowing a press operator to mix and use only the amount of fountain solution needed at any given time by following a simple formula. Liquid Gold is well known for providing superior ink and water control to produce cleaner, sharper print quality with fewer toning and emulsification issues. Specially formulated to work on all types of dampening systems, including spray and turbo, Liquid Gold comes in various pack sizes - 5, 10, 20, 55 and 330-gallon containers - and is compatible with most pressroom pumps.

### ULTRA-CONCENTRATES CATER TO COLOR QUALITY

The Concept 21 ultra-concentrated chemistry fountain solution system is a unique color management tool designed specifically for

managing print characteristics and performance on-press in the heatset web and UV sheetfed web markets. The system dramatically reduces consumption compared to traditional fountain solutions, decreasing an operator's annual spend. Pre-measured and pre-set, Concept 21's two-part formula is delivered by precision blending technology via a dual pump system that enables press operators to manufacture their own specific fountain solution onsite to meet individual press needs. This extremely versatile system can handle different presses, inks, papers and plates without the need for storing or handling new chemistry. Concept 21 provides concise color management in the pressroom by helping printers control ink/water balance more precisely and print cleaner, more consistent color job to job.

### ABOUT RBP

Founded in 1954, RBP Chemical Technology Inc. is a world class supplier of proprietary chemicals and delivery devices for the printing, newspaper and electronics manufacturing industries. We are committed to delivering consistently high quality products and services, including specialty development, analytical services and custom manufacturing. Visit [www.rbpchemical.com](http://www.rbpchemical.com) to explore each of our products, services and technical capabilities. Or, explore the RBP ToolBox, a proprietary, custom-developed online product-selector designed specifically to serve customers' decision-making needs. Browse by application, by product category or troubleshoot issues at [www.rbptoolbox.com](http://www.rbptoolbox.com). Or, contact RBP's corporate headquarters at (414) 258-0911 or via email at [csr@rbpchemical.net](mailto:csr@rbpchemical.net).

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➔ Looking for new ideas to boost your ROI? Visit [responsory.com](http://responsory.com).



## Win Back Campaign Generates 200 Renewals and 100% ROI

Lagging membership renewal rates prompted ASQ (The American Society for Quality) to seek help from Responsory. We began with a deep dive into ASQ data to produce member personas that captured the most common reasons for membership lapses.

From there, we designed a hard-hitting multichannel campaign to lure members back.

**The campaign earned 200 renewals and 100% ROI. CTR was more than double the benchmark for a Google Display campaign – .10% vs. .04%.**

**Are you destined to LEAD or FOLLOW?**  
Rediscover the resources you need to stand out in your field.

**MEMBERSHIP OFFER ENDS FEBRUARY 29, 2016**

**WE MISS YOU!**  
COME BACK NOW and see why tomorrow's leaders are part of ASQ today.

There's no better way to put your career on fast forward than rejoining ASQ. And there may never be a better time to give us another look.

**Only ASQ offers:**

- ✓ 18 peer-reviewed certifications, endorsed by more than 125 companies across the globe
- ✓ The latest ISO 9001 revision updates
- ✓ An expanded knowledge center with 25,019 articles and 1,789 case studies
- ✓ Immediate access to advanced education and training programs
- ✓ And so much more!

Plus, for a limited time, when you REJOIN by February 29, 2016, you are eligible for this "welcome back" gift bundle:\*

- \$100 Off Training or Registration**
- Free Leadership eBook & Downloads**
- Quality Progress Including Annual Salary Survey**

\*There's more! Take a closer look at [asq.org/rejoin2016](http://asq.org/rejoin2016).

**Get the details: [asq.org/rejoin2016](http://asq.org/rejoin2016)** **Hurry! Offer ends soon.**

Our campaign strategy included direct mail, email, Smart Zones digital advertising and a landing page – all designed to appeal to lapsed members' hot buttons.

Are you destined to **LEAD** or **FOLLOW**?



Rediscover the resources you need to stand out in your field.

**MEMBERSHIP OFFER ENDS 12/1!**



Are you destined to **LEAD** or **FOLLOW**?



Rediscover the resources you need to stand out in your field.

**MEMBERSHIP OFFER ENDS 12/1!**



**LEAD or FOLLOW?**



**MEMBERSHIP OFFER ENDS 12/1!**



Are you destined to **LEAD** or **FOLLOW**?



Rediscover the resources you need to stand out in your field.

**MEMBERSHIP OFFER ENDS 12/1!**



Tomorrow's leaders are **ASQ** members today.

- ✓ 18 CERTIFICATIONS
- ✓ UNPARALLELED KNOWLEDGE
- ✓ ADVANCED TRAINING

**MEMBERSHIP OFFER**  **EXPIRES 12/1/15**



Tomorrow's leaders are here. **EXPIRES 12/1**

**MEMBERSHIP OFFER**  **ASQ**

Tomorrow's leaders are **ASQ** members today.

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- ✓ UNPARALLELED KNOWLEDGE
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**MEMBERSHIP OFFER**  **EXPIRES 12/1/15**



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- ✓ ADVANCED TRAINING

**MEMBERSHIP OFFER**  **EXPIRES 12/1/15**



Tomorrow's leaders are part of **ASQ** today



Come back now and see what you've been missing.

Whether stage you're at in your career—ready to build a bright future or already making the business world stand up and take notice—on ASQ membership is indispensable. And now it's better than ever. [Rediscover ASQ now.](#)

**REJOIN ASQ**

**REJOIN ASQ**  **OUR WELCOME BACK KIT INCLUDES:**  
• 12/1/15

**5 Reasons to Rediscover ASQ**

- 1. Exclusive ASQ Certifications** ✓  
ASQ offers 18 peer-reviewed certifications, endorsed by more than 125 of the world's leading companies. **REJOIN** now and get member discounts on all ASQ certifications and preparation material such as training, books, sample exams, and question banks.
- 2. Ever-Expanding ASQ Knowledge Center** ✓  
No one else provides the variety and amount of knowledge resources you get from ASQ, with 25,019 articles, 1,789 case studies, 172 topics, and tools, 100 webcasts, and more. **REJOIN** now and receive the latest ISO 9001 revision updates, exclusive videos, and expert answers to all of your quality-related questions.
- 3. Accelerated Education and Training** ✓  
Keeping your skills sharp and up-to-date is vital in today's competitive business world. **REJOIN** now and gain immediate access to advanced education and training programs with the latest knowledge and tools available—either on-site or online. You can use this education and training to set yourself apart and put your career on fast forward.
- 4. Expanded Industry Events and Conferences** ✓  
Only ASQ offers more than 200 quality and continuous improvement-focused conferences, courses, and meetings annually all over the world. **REJOIN** now and take advantage of these events at members-only savings—up to \$200 off.
- 5. Greater Members-Only Value** ✓  
Get members-only pricing on ASQ solutions and services, including select training, certification, conference registration, Quality Press books, and journals. Visit [asq.org/membership](#) to find out how we're working to enhance overall member value.

**YOU have been missed!**

To show you just how much, we've created this Gift Bundle to warmly welcome you back.

**\$100 Savings**  
Save \$100 on public training or on a registration to the 2016 ASQ World Conference on Quality and Improvement or the ASQ Lean and Six Sigma Conference.

**Access to a Full Year of Monthly Member Gifts if You Rejoin by December 1**  
As a member, you can access the current month and previous month's member gifts. But now, for a limited time only, you can access an entire year's worth of gifts. Each month's member gift focuses on a different topic, and offers a variety of free downloads such as e-books, webinars, and more. The value is staggering!

**Quality Progress Annual Salary Survey**  
You'll also receive a print issue of the eagerly awaited December issue of Quality Progress, complete with the annual Salary Survey.

It's our way of saying, **"We want you back."**  
**Hurry! Respond by December 1, 2015.**

**REJOIN ASQ**  **USE REJOIN IN THE APPLICATION'S PROMOTE CODE FIELD.**

**RECALIBRATE. RETHINK. REJOIN.**

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➔ Like what you see here? Visit [responsory.com/portfolio](http://responsory.com/portfolio) to view our portfolio.





# Out of this world results.

Responsory is ready to support any client need, whether it's developing a better lead generation program, designing a more compelling digital presence or creating an integrated campaign that cuts across traditional and digital/social platforms.

To discover how Responsory can help you **elevate your bottom line**, let's talk.

Contact Rob Trecek today at **262.432.0185** or **[rob.trecek@responsory.com](mailto:rob.trecek@responsory.com)**.



**RESPONSORY**

[responsory.com](https://responsory.com)