



Direct Marketing Service

直效行銷務

Providing full Direct Marketing solutions to quickly and efficiently locate your target customers

提供全方位的目標行銷方案，助您簡易地找到目標的客戶群

➤ Our Service 服務內容

Direct Marketing is going from strength to strength worldwide, and is now becoming an indispensable promotional tool. A recent American survey has forecast impressive growth figures for Direct Marketing (of which Direct Mailing is a major component) sales across the globe over the period 2000 - 2005. At 22.6%, the predicted growth for Hong Kong is in line with the rest of South East Asia and around double that for the USA and the UK. While other types of traditional media are still important, Direct Marketing is increasingly seen as the most effective method for achieving immediate sales, as well as for developing and maintaining lucrative, one-on-one customer relationships. For details, please visit www.NewsPower.com.hk or contact us at **(852)2332-6218**.

以直效行銷作為市場的推廣，在世界各地一直有穩健增長；美國最近一項調查亦預期，全球直效行銷業務（其中以直銷函件為主要部分）在2000年至2005年，將有驚人的增長，香港的預期增長率為 22.6%，不但與東南亞地區看齊，更比英美等國家高出一倍，正當傳統媒介仍佔有舉足輕重的地位，直效行銷則被視為獲取即時銷售、業務開發，及維持對客戶關係的最有效方法，其重要性不言而喻。News Power提供全方位的市場直銷策略服務，讓您感受優質直效行銷服務的成果；有關詳情，請瀏覽 www.NewsPower.com.hk 或致電 **(852)2332-6218** 查詢。

➤ Strengths 服務優點

- Provides a one-stop Direct Marketing solution that can significantly reduce sourcing time.
提供一站式直效行銷方案，盡應所需，您可透過我們多元化的服務，輕鬆處理宣傳推廣事宜。
- Incorporates our advanced email technology. Recipient's e-mail records can be retained and analyzed by us to accurately facilitate your follow-up marketing activities.
我們的最新電郵科技，能偵察及收集對方記錄，方便您進一步銷售跟進。
- Huge database with thousands of categories of companies that can be used to pinpoint your target customers.
將龐大資料庫仔細分組，容易鎖定目標客戶羣，助您一擊即中。
- Data is constantly and systematically updated to observe market trends and monitor the activities of your target customers, providing insight and giving you a head start in finding more potential business.
資料定期更新，客戶能掌握目標羣的特性及喜好的轉變，有助業務拓展。



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⇒ Services Content 服務內容

Database Marketing Service 工商通訊名錄資料庫

A huge business database has been established to provide you with the most up to date contact information. Using our advanced search engine facility provides you with the most cost-effective and efficient method of finding your target customers. Corporate information from Hong Kong, China and all over South East Asia is contained on the database. This information is cross-referenced to enable the user to select from a broad range of categories when locating a particular company. Classifications of company information can include:

提供全方位的工商通訊名錄資料庫服務，以節省尋找所需客戶的人力物力，News Power建立了龐大的資料庫，每天不斷更新，配合我們開發的搜尋器，讓您輕而易舉地找到目標的客戶羣；過百萬香港、中國及東南亞公司的數據，內容應有盡有，包括：

Company 公司	Executive 行政人員	Special Information 其他資料
Industry/Category 行業/類別	Sex/Gender 性別/稱謂	Profile 公司身份
Business Nature 業務性質	Title 職銜	Personal Profile 個人身份
Employee Size 僱員人數	Department/Job Function	Media Exposure 傳媒曝光率
District/Country 地區	部門/職務範圍	Brand 品牌名稱

Data Output / Usage :

-  Mailing List 郵寄名單
-  Call List 通訊名單
-  Email List 電郵名單
-  Fax List 傳真名單
-  Full Report 全面報告

<input type="radio"/>	News Power Holdings Limited	<input type="radio"/>
<input type="radio"/>	Unit A1, 4/F,	<input type="radio"/>
<input type="radio"/>	81 Hung To Road,	<input type="radio"/>
<input type="radio"/>	Kwun Tong, Kowloon, Hong Kong,	<input type="radio"/>
<input type="radio"/>	Contact: Ms. Fanny Lam	<input type="radio"/>
<input type="radio"/>	Title: Sales & Marketing Manager	<input type="radio"/>
<input type="radio"/>	Tel: (852) 2332 6216	Fax: (852) 2780 5510
<input type="radio"/>	Email: fanny@newspower.com	<input type="radio"/>

⇒ eMail Marketing Service 電郵推廣服務

By incorporating our Database Marketing & advanced eMail technology, you will be provided with the most efficient e-mail marketing service available. Not only can we speedily deliver a promotional message to your target customers, but we can also find out whether the email has been sent, read and even if the receiver is interested in it, plus we will provide you the target customer's email list!

提供低成本的而有效的電子郵件推廣服務，配合我們研發的電郵偵察科技，不單能在短時間內把宣傳訊息迅速發佈，更能讓您清楚地得悉電郵是否被成功送出、是否被閱讀、收件者對該訊息是否感興趣等資料，以便您作進一步銷售跟進。再配合我們的「工商通訊名錄資料庫」尋找適當的電郵收件者，成效更為顯著。我們帶來的電郵新科技，絕對令您對電郵推廣有新的體驗。

Our Email Technology 功能

- Detect opened emails 偵察郵件是否被閱讀
- Detect tick rate & Web site redirect 可預設指定超連結及偵測是否曾按入
- Collect Opt Out record 收集「拒絕接收郵件」要求
- Online Registration Form & eMail Alert 提供網上登記表格及回應通知
- Instant Remote Report 實時網上報告
- Auto eSales Kit Delivery 章程自動送出
(ESales Kit will be sent to the clients simultaneously when they have submitted the eForm)





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⇒ Fax Marketing Service 傳真發送服務

Mass Fax is a cost saving and effective promotion tool. Your promotional information can be broadcast to target locations via our professional distribution system.
利用本公司的「大量傳真發送系統」，增加商機，減省成本及時間。

⇒ SMS Marketing Service 手機短訊推擴服務

SMS Marketing is a perfect communication tool that it is simply an easy and cost effective way to broadcast a company wide message and keep contact with your customers and staff. 透過手機短訊服務，讓您以最低成本，把您的訊息直接有效地傳送到目標顧客，並讓您與顧客及員工保持緊密聯繫。

⇒ Direct Mailing Service/Lettershop 直接郵遞服務

Promotional material can be posted directly to target customers. Through the Database Marketing Service, this is the cheapest method of reaching your customers. 透過公司或個人地址，以最便宜的價格大量投遞公司產品/服務的宣傳通函，直達顧客手中，方便快捷。

⇒ China Post Direct Mailing Service

中國郵政直銷廣告服務

As a state-owned organization, China Post fully utilizes its powerful network to develop the one stop solution-“China Post Direct Mailing Service”. It provides a mailing list selection, fulfillment, printing, stamp fee and distribution. As a service agent of China Post, News Power helps you to explore business opportunities in China.

『中國郵政直銷廣告服務』作為中國政府國營郵政機關，利用其郵政網絡及強大資源，推出全方位的《中國郵政直銷廣告服務》。由通訊名單篩選、信函印製、入信摺疊、郵資處理及全國派遞等一應俱全。News Power 作為香港區的服務代理，助你在中國市場開創商機。

⇒ Redemption & Fulfillment 禮品包裝及換領服務

By using redemption services to implement the lucky draw and media joint promotion program, deliver promotion souvenirs to previous customers, packing and distribution the redemption to the target customers.

News Power 提供的換領及包裝服務，有效地支援您的推廣/抽獎活動，並讓您的禮品直接地送到您的尊貴客戶手中。

⇒ Other Services 其他服務

News Power also offers the highest standard of professionalism in the following services:

-  Media Monitoring 媒介監察
-  Business Information 商業資訊
-  Public Relations Services 公關服務



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