



GENERATING NEW CLIENTS BY BYPASSING RETAIL: HOW METAGENICS AND BLUE SHIELD CREATED NEW PROFITS AND SALES

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Generating New Clients By Bypassing Retail: *How Metagenics and Blue Shield Created New Profits and Sales*

Written by Craig Huey

Selling only by retail is dangerous to your bottom line. You miss out on so many prospects and lose potential sales.

To expand its client base, Metagenics wanted to break out of relying on retail sales and go directly to potential buyers.

That's where my company CDMG helped create a win-win situation.

Blue Cross of California has a massive database of people interested in their health. Metagenics is a marketer of high quality nutritional supplements that many on the Blue Cross database would like.

So, CDMG created a special catalog to go to Blue Shield clients to generate new sales.

Merging the two assets into a marketing campaign was smart for both of them.

Metagenics expanded its marketing opportunity to a huge database with an implied endorsement, and Blue Cross enjoyed an additional profit stream of new business. They also built customer loyalty.

Simply sending a catalog of nutritional products to Blue Cross members made little sense. So, we created a rationale. That's why my CDMG team did four things to create a successful campaign:

1. **Value Added Informational Marketing.** We created a catalog that was more informative and educational, resulting in superior sales. Using a value-added approach, the catalog integrated content, stories, and unique information, including health suggestions that Blue Cross felt would benefit its members. This was no ordinary catalog.
2. **Powerful Direct Response Offer.** CDMG developed a powerful direct response offer for the entire Blue Cross of California members to buy. Members were entitled to a 50% discount off the nutritional supplements.

Plus, to sweeten the offer, we offered every new buyer a sample package, which included a week supply of well-known supplements everybody would recognize—like Vitamin C—and gave them reason why it would be

valuable to them.

3. **Brand and Positioning.** By creating a sense of membership, CDMG developed within the catalog mailing an overwrap from Blue Cross that included a card that said "For Blue Cross California Members Only." **And the Blue Cross card mentioned the entitlement of the discount of up to 50%. [?]**

Some of the tease copy on the wrap said "Multi vitamins specially designed to meet your unique needs—for women, men and children" or "Super foods nature comprehensive nutrition."

Putting together a third-party marketing campaign is not easy. But it can be powerful and dynamic for your bottom line. In fact, the more powerful your database relationship, the more responsive your database will be to products and services you recommend.

Plus today, marketing with advanced database modeling enables client databases like Blue Cross to identify in advance who is likely to buy, and thus reduce risks.

4. **Direct Response Copy and Art.** And we created professional direct response copy and art that helped create a powerful sales tool for both companies.

Editorial or journalistic—even traditional advertising copy—would not work. Only the unique direct response copy and art following tested rules could work.

Bottom Line: Let us help you put together a powerful campaign to get new clients and profits. Call Caleb at (310) 212-5727 or email caleb@cdmginc.com for a free consultation. Let's work together, and we can put together a powerful, successful direct marketing campaign for you!

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