

Our Mission

To partner with our clients in developing and delivering integrated communications solutions to achieve critical customer growth objectives.

A Prime Target, as featured in US Business Review

“Our mission is to partner with our clients in developing and delivering integrated communications solutions to achieve critical customer growth objectives,” First Marketing says. And this is exactly what the company does. Finding the right method and medium of communication is not an easy thing to pinpoint, but with a combination of experience, a dedicated staff and turnkey services, First Marketing succeeds.

A proud past

Founded in 1972 in Pompano Beach, Fla., First Marketing began primarily as a newsletter company. The company started by providing services to financial companies to help them communicate with their customers, but through the years it expanded to work with many other industries — including healthcare, retail, consumer technology, travel and automotive.

Due to the company’s experience and commitment to measuring the effectiveness of newsletter programs for its clients, it became known as the “nation’s leading newsletter publisher.” However, in 1998, First Marketing made a major shift. The company redefined its scope as it was finding that clients were more interested in its turnkey services beyond the newsletter niche.

“We analyzed our key competencies and found our customers liked our creative quality and our ability to talk to their customers as customers, not potentials,” says Ron Drenning, First Marketing’s president. “This led to the expansion of our brand identity to include all forms of ongoing customer communication.”

The company now offers an extensive list of services and programs to its clients, all through a turnkey process that includes developing the strategy, creative services, doing all the production, and then fulfilling and measuring the impact of the communications plan.

The company’s strengths include customer focus vs. acquisition focus; total project management; dedicated teams; guaranteed turnkey pricing; extensive print and online research library resources; fully integrated strategy,

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Ron Drenning

relationships with their existing customers,” Drenning says. “We do not get involved with the acquisition of customers.”

The company is able to offer so many services partly due to help from its parent company, Taylor Corporation. Taylor acquired First Marketing in 1999, and it owns more than 80 diverse companies that are focused on consumer services, printing and marketing. Because First Marketing has so many sister companies, it can tap them to provide broader solutions.

It is not just First Marketing’s depth of resources that sets it apart. Drenning believes the company’s people are also a huge factor that help it rise above the rest. First Marketing’s staff of nearly 200 people works together in a continuous effort to exceed client expectations. And the company recognizes this hard work by striving to provide opportunities for advancement and security for the entire staff.

“Our people are a large distinguishing factor, coupled with their customer focus and professionalism,” Drenning says. “Superior client partnerships continue to be what we are known for.”

creative, production and fulfillment; effectiveness research and partnership marketing. Its services include creating a variety of print and online media, designed to encourage loyalty, improve retention, educate customers, upsell/cross-sell services and enhance image and brand recognition.

A dynamic present

Today, First Marketing creates more than 285 million custom publications each year for its 165 clients nationwide. And the company tailors its services to what the client needs. Each project is dependent on the client’s industry, type of company and customer goals. “We have a distinctive process,” Drenning says. “Our intent is for discovery. We find out what our clients’ critical growth objectives are and why.”

First Marketing focuses on working with companies that are devoted to their customers and builds resources devoted to customer applications. This is why the company is not limited to a certain industry, but concerned with the type of business it works with.

“Our only limitation is that we work with clients building



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The staff's efforts are not going unnoticed. First Marketing has won more than 30 awards in the past three years, including high honors from the North American Publishing Co.'s Gold Ink Awards, the American Advertising Federation's ADDY awards and the American Graphic Design Awards.

The company's work also won Standards of Excellence Awards from the Web Marketing Association and the 1998 Award for Outstanding Website and Best E-Zine Web Site. "We are excited about all our awards but we are particularly proud of the Web Marketing award because we didn't get into online marketing until 1998," Drenning says. "By 2000, however, Web projects represented more than 25 percent of our revenue, so we were proud to win awards in this area so quickly."

A bright future

With satisfied clients, a dedicated staff and recognition from multiple industries, it is clear that First Marketing should have little trouble succeeding. As it spent the first 25 years of its existence as the leading newsletter company, First Marketing is now looking to be the leader in providing ongoing customer communications. "We are in the midst of getting to where we want to be as a company that is focused on achieving critical strategic growth for our clients," Drenning says. "Our customer focus is the key to these successes as well as our positioning in the marketplace."



firstMarketing
ONGOING CUSTOMER COMMUNICATION

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