



THE DIFFERENCE

Enertex Marketing provides the following competitive advantages in campaign planning, list acquisition, data management and data processing.

1. **Experience.** Our company is thirty-five years old and processes an average of 500 subscription, fundraising, and single ticket campaigns per year. That's more than 17,000 projects over the years. With that kind of volume, Enertex can provide strategic insights and strategies born from decades of experience.
2. **Accomplished staff.** Enertex Marketing has twenty-five employees. The average tenure of an Enertex staff member is thirteen years. When you work with Enertex, you work with marketing experts who have years of training and familiarity in direct marketing specifically for arts and non-profit organizations. Fifty percent of our account team has an extensive background in the performing arts/non-profit sector.
3. **Quality of work.** Enertex processes more than 6,000 individual projects each year. We have a minimal error rate due to our quality control procedures. At minimum, there are three checkpoints to insure that all of our work is processed correctly. Our success comes from producing a level of high quality work that ensures repeat business.
4. **Customer loyalty.** Enertex Marketing provides services to 300+ nationwide customers each year. Our customer retention rate is approximately 99 percent. Many of our customers have worked with us continuously for more than twenty years.
5. **Customer service.** Customer service is our first priority. We return phone calls and e-mail messages within the same day. We have instant or same-day answers to all of our customers' questions. We relate to our customers' needs and challenges and provide comprehensive solutions. We recruit staff members with exceptional communication and customer service skills and we provide an environment of continuous learning. Our goal is to become an extension of your marketing or development departments. We are here to help you.
6. **Tools and techniques.** We live in a fast-changing world. Enertex Marketing is constantly evolving and developing new strategies for arts marketing and fundraising. Many new techniques are developed in collaboration with our customers to provide unique solutions. Other applications are developed in-house and are proprietary to Enertex Marketing, such as our Targeted Response Improvement Method (TRIM). Whether your needs are basic or complex, Enertex Marketing can provide you with the most cutting-edge tools for your marketing or fundraising needs.
7. **Call us.** Isn't it time that you discovered the difference? Please contact us for a no obligation consultation at: (212) 532-1610 or info@enertexmarketing.com.

IT WOULD BE OUR PLEASURE!