



“My Problem & How I Solved It” An Interview with M. Kelly*, Advertising



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A full service ad agency with roughly 50% of their business vested in direct mail, the ability of the *Advertising team to deliver as promised often hinges on the actions or inactions of their print and direct mail suppliers. In essence, the firms they choose to work with can make or break their reputation—and their business. Over the years they have dealt with numerous suppliers who could not come through as promised and left their clients hanging. Worse yet, they dealt with others who tried to go behind their back and get their clients’ business for themselves.

The solution to their problem admittedly did not come over night, but what it came down to was finding a vendor that would function as an arm of their business. One that they could trust implicitly.

That vendor was Allegiant Marketing Group.

A Direct Mail Asset That’s A Full-Fledged Extension of the Team

Q: How long have you been working with AMG?

A: *Kelly*—We started working with them in about 2004. At the time we had a number of different mail houses we used depending on what the job was. Each of the different vendors had their own specialty. Since then we’ve narrowed it down to just AMG.

Q: What type of work do they do for you?

A: *Kelly*—They do a number of automotive direct mail pieces for us. Service mailers, new car mailers, event mailers, used car event promotions, etc. We mail nationwide on behalf of a dozen or so clients to a half million to a million homes per month.

[continued]

Q: Tell me about your relationship with them?

A: *Kelly*—First, I have to tell you that this is a very ‘snaky’ business. AMG isn’t a bunch of snakes. Our relationship with them is built on trust and respect. They have always taken care of us. I am as comfortable with them as if they were my family. I don’t mind them going to my clients. I know that when they do they are acting as an extension of our team. They have never tried to cut my throat, ever. I can’t say the same for others.

Q: How would you describe the service you get from AMG?

A: *Kelly*—We’ve had the same rep for six or seven years now, and he does a great job. He is always available to me. There are very few things that happen that he hasn’t been able to fix on a Saturday—and that is unusual in our business.

Q: Do your clients know you work with AMG or is the relationship transparent?

A: *Kelly*—Some do and some don’t. Some care and some don’t. AMG is an arm of our business. That is really how we look at them. The important thing to our clients is that the mail goes according to schedule.

Q: Why do you trust AMG with your clients’ work?

A: *Kelly*—Consistency. We have been doing this for a long time and they have always given us what we paid for and done what they said they were going to do. If things have gone wrong, they have fixed them. There is a trust and a comfort level that comes from their being so consistent. In this business when a job doesn’t go the way it should, you are not just risking the money from one mail job. You are risking the money of an entire client.

AMG is also very good at what they do. We can show them any piece of mail that we come across and they can figure out how to get it done effectively. Not only are they experts at sizing a piece to get the best print and postage rates they are experts at knowing the most inexpensive way to do volume mail. Plus they have connections within the postal system that they can call on to get answers when we can’t. They make it easy and quick because they are specialists at mail. That is what they do, and they will always know more about it than I do. That’s why I trust AMG.

Q: How does working with AMG make your job easier?

A: *Kelly*—AMG just ‘gets it.’ They know what we do. We know what they do. The whole process is just so much smoother than trying to use someone else.

One of the big reasons we really enjoy working with them is that in addition to printing, addressing and mailing, AMG is great at lists. They are really good at knowing how to get that piece at the lowest possible rate through the mail system and into the home. It may sound simple, but it is not that simple.



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