

IMPACT!

“Linking Companies to their Communities”



[Susan Jeanne Mertz](#)
President

Call us
today.

Make an
IMPACT!
tomorrow.

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www.impactpr.net

Valuable Coupon

Telephone surveys:
Up to \$250.00 in
free telephone calls

OR

Free Survey Internet
link on your
company website.

Offer expires 12/31/04



Evaluations & Surveys

Successful Surveys Effective Evaluations

Customers stay where they are appreciated & Where they can form lasting relationships.

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

In today's highly competitive business environment, your company must understand what your target market is thinking in order to retain or obtain them as long-term, satisfied customers.

Conducting surveys can be difficult in today's "multi-sensory, multi-task, too-much-information, too-much-to-accomplish" workday. Customers are pressed for time and are becoming desensitized to even the best efforts to get their opinions.

IMPACT! can tailor customer service evaluations, market studies and surveys to obtain the information you need to

*Understand how to better
IMPACT! your customers.*

- Let IMPACT! conduct your ...**
- Product Surveys**
 - Market Studies**
 - Focus Group Studies**
 - Customer Service Evaluations**

- ◆ Who is most likely to use your product?
- ◆ Who is using it now?
- ◆ How do they like it?
- ◆ When are customers most likely to buy or use your service?
- ◆ What can you learn from your competition?

Whether it's personal one-on-one interviews, group discussions, written data evaluations or telephone surveys –

Let IMPACT! get answers to the questions that matter.



Contact IMPACT! today
Find out what your customers
are saying about you

Make an IMPACT! in 2004

Make an IMPACT! with "Customized Communications"

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

Promote specials, acquisitions, products and services directly to targeted audiences. Send out polished, professional annual reports, newsletters and direct mail letters to suppliers and customers. Deliver speeches with **IMPACT!**

IMPACT! your community with "Messages that Matter"

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization's identity.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.