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B2B Marketing

Mailers Highlight MDA Technologies Campaigns

By Chantal Todé

MDA Technologies has begun work with Q2 Marketing to develop an integrated marketing strategy, Q2 Marketing said.

MDA, www.mdatech.com, Woodbridge, VA, develops Web sites and custom databases for small businesses and government. It also is growing rapidly in a new target market, hospitals, as a result of a new product called MDA TransQuest. The software application provides real-time data on patient transportation and automatically prioritizes and schedules transport requests.

The technology firm “brought us in to help it get into the midmarket and growing small businesses,” said Becky Sheetz-Runkle, Q2 vice president of client services.

The 12-month contract with Q2, www.Q2marketing.com, Fairfax, VA, includes trade show strategy, strategic messaging, public relations and newslet-

ters. However, “direct mail is playing a key role,” Ms. Sheetz-Runkle said.

First up is a direct mail campaign that Q2 is developing for a major health-care trade show at the end of September. It will mail to attendees as well as other prospects in this category.

“Healthcare is going to be driving a lot of the strategy this year,” Ms. Sheetz-Runkle said.

After that, Q2 will develop a direct mail campaign targeting MDA’s existing customers. In addition to staying in front of customers, the goal of that effort will be to address what MDA perceives as a loss of upsell opportunities, Ms. Sheetz-Runkle said. The company has noticed that many customers may know that MDA offers Web site design, for example, but do not realize it also provides custom databases, she said.

The mail campaign, to drop toward the latter part of the year, will inform customers about all that MDA has to offer. ■



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