

CDMG Case Study: Multi-million Dollar Launch Secrets: From nothing into the world's largest online investment Services - VectorVest

VectorVest was an idea created by Dr. Bart DiLiddo. Dr. DiLiddo wanted to create an online objective investment model that makes it easy for people to invest in a variety of styles.

Powerful direct response copy was used in a 20-page, 4-colored self-mailer. And a special offer was made to entice people to try the service.

Over the years, in addition to the tabalog - a landing page and email and banner ads were created for VectorVest.

The Challenge

1. To convince investors that an online investment service was user-friendly and could help them in their investments. At the time, investors used hard copy newsletters only.
2. To overcome the price objection of a more expensive product. Most investment services were cheaper. And VectorVest had to charge more.

The Goal:

CDMG's goal was to successfully launch a new online investment service in a very crowded investment market filled with hard copy newsletters.

Once it was launched, the goal was to build it into one of the largest online services in the world.

The Creative Solution:

VectorVest turned to Craig Huey and his CDMG team knowing his reputation for launching new products.

Craig Huey first started off creating an envelope mailing. And after successful marketing in 2002, he moved to a tabalog sized mailing piece.

The tabalog style was able to show the charts necessary to convey VectorVest's message - an infomercial in print.

BREAKTHROUGH INVESTING
A Special Report for Investors Who Want Results, Not Promises

Winter/Spring 2006

"Discover how you can find little-known winners like these."

With one click of your computer's mouse you can find explosive stocks just like my subscribers did.
In fact, I'm so confident that you'll make money with VectorVest that I'll let you try it FREE.

—VectorVest founder Bart DiLiddo, PhD

Turn to page 15 for details...

Plus...

- Want a "no worry" portfolio? VectorVest's unique Comfort Index pinpoints the most stable stocks you can own, the kind that protect your nest egg, come what may. **Page 8**
- Get in on huge profits investors are making by shorting. The "Stinky Stocks to Sell Short" search is built in to VectorVest OnLine. **Page 10**
- Find undervalued stocks waiting to explode. Use VectorVest's Trend-Setter screen and find stocks that could go up 100% or more in just a few weeks. **Page 11**
- Trade options with greater safety and consistency. Screen for high VST stocks with relative timing greater than 1.50 and you could trade options for annualized profits of over 72%. **Page 12**
- Why VectorVest's market timing system has never failed...and never will. **Page 4**
- See how one VectorVest user's group's strategy made 2,049% in 4 years! **See page 7...**

CDMG even turned the marketing copy from English into German, and then marketed internationally.

The Results:

Despite the ups and downs of investment services, many losing 50% or more, VectorVest was successfully launched.

In fact, the small unknown service has become the dominant player among investment services, and has grown larger than hard copy services.

Mailing over 60 million tabalogs, VectorVest dominated the online investment service industry, generating more than 500,000 subscribers.

CDMG won 2 gold awards from the Internet Advertising Association and the Web Marketing Association, and another 2 gold awards for direct mail from the Newsletter Industry Group.

Dr. Bart DiLiddo said: "Craig Huey is the best direct marketer in the business. He launched and built my service-the largest online service in the world."

How you can get started today...

Get started with the world's most accurate stock picking system for 5 weeks for only \$9.95!

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No-Risk 5-Week Trial Request Form

Yes, VectorVest OnLine timing model that has never failed to signal a major market turn is just what I need to ensure that I'm always on the right side of the market. And its ability to screen, sort and graph individual stocks, entire industries and sectors using as many as 11 parameters at a time can help me find the best investments in any market. Begin my service for the term checked below.

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