

CDMG Case Study: Health Alert

New Product Launch:
Entrepreneur's Dream Into Multimillion Dollar Company

The Launch

Dr. Bruce West called Craig Huey of Creative Direct Marketing Group (CDMG) over 25 years ago. He wanted to share his knowledge of alternative health protocols – before the national health movement took off – and make a living at it.

Dr. West's original goal was to market a newsletter to medical professionals. Mr. Huey suggested instead, the 50-plus target group and to market to the consumer and Dr. West agreed.

CDMG created the branding, the newsletter, the name, positioning, unique selling proposition (USP) and personality, developing a powerful offer so the project could begin.



Over the years, CDMG has won six gold awards for Best Marketing Campaign of the year from campaigns like the one we did for Dr. Bruce West and Health Alert.

The Results:

Health Alert went from a dream to a multi-million dollar reality for Dr. West who is also a 25 plus year client.

FREE 30-Minute Marketing Consultation CALL CDMG: (310) 212-5727

Your company can experience similar success with your next direct response campaign, whether it's mail, print, online, video or broadcast.

Call or contact Creative Direct Marketing Group now at (310) 212-5727 for a FREE, no-obligation, 30-minute consultation.

Craig and his team of professionals will give you several ideas you can use immediately to get more profitable results from all your advertising and marketing.

The Growth:

From writing his newsletter on the kitchen table in a rented house, the newsletter grew to one of the largest health newsletters in America.

Starting from nothing, Health Alert currently has about 80,000 paid subscribers (AUS of \$68.00), a powerful renewal rate and recurring income from nutritional retail sales makes Health Alert among the top five health newsletters in America, and a multimillion dollar corporation.

Despite recessions, market crashes, intense competition from large corporations, changing technologies, new media and communication channels, CDMG helped build this company into the largest independent service in America.

And Dr. West now owns the property he rented... and much more.

The Media:

For years CDMG has produced a broad array of marketing strategies and tactics to help Health Alert be profitable and grow. Some of the marketing strategies used include:

- Envelope mailings
- Tabalogs
- Inserts
- Magalogs
- Newsalogs
- Renewal series
- Slim Jims
- Infomercials
- Database marketing
- Reportalogs
- Email
- Upsell/Cross Sell
- Landing Pages
- Banner ads
- Display Ads