

# Latin Ready Direct Response Model™



Latin2Latin  
Marketing+Communications, LLC.



## Looking to Maximize your Investment?

Reach and frequency are just one way to achieve results. L2L will build a team for you with the required skill sets to accomplish and exceed established goals. Our Latin Ready Direct Response Model™ helps us build a plan that not only targets your audience but analyzes responses, while maximizing your campaigns cost per lead.

Latin Ready Direct Response Model™ components:

- Discovery Session
- Messaging / Value Proposition
- Media Buy Preparation / Development
  - Research
  - Target Market Analysis
  - Recommended Media Mix
  - Assumptions
  - Metrics of Success
- Negotiations and Placement, including Value-Added
- Multiplatform Creative Development
  - Direct Response TV, Radio, Print, Online, Telephone, Direct to Home
- Tracking & Calibration
- Recap Report and Analysis

### Interested in the Latin Ready Assessment™ Tool?

Call Us Today

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