

Who We Are

We are direct response marketers, first and foremost. Our team understands that what matters most is measured performance — yours. Our mission is to provide you with everything your company needs to create value and profitable growth.

Why Clients Work With Us

Our clients see us as an extension of their own marketing departments. They know that we watch their money as if it was our own. What's more our team has been perfecting our direct response marketing expertise for over 30 years.

What We Do

We take a 360 degree view of your business — immersing ourselves in your goals and developing marketing strategies that achieve maximum profitability across all channels.

We are seasoned in developing and managing successful direct marketing campaigns — from initial strategy through results and analysis. It shows in everything we do for our clients.

OUR CAPABILITIES INCLUDE:

- Strategy and Planning
- Creative & Design
- Production
- Media Planning, Buying and Analysis
- List Services
- Back-end analysis and reporting
- Direct Mail
- DRTV
- Radio
- OOH
- Affinity Marketing

What Differentiates Us

We are focused. We are quick. We are experts in verticals like insurance & financial services, marketing to the senior/boomer markets and specialized marketing approaches such as affinity marketing and targeted offline lead generation for Ecommerce Companies.

Key Facts

- Founded in 2010
 - Headquarters: Paoli, PA
 - Website: www.valuegroupdirect.com
 - Phone: 610.251.2561
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Executive Team

- John Hoey, Managing Director
 - Linda Brignola, Managing Director
 - Angela M. Daisy, Managing Director
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Clients

- Good2Go Auto Insurance
- TIAA-CREF Life
- USI Affinity
- HDIS
- RPM Direct

