

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 everything your company needs to create value and profitable growth.

What We Do

WE DO IT ALL. Highly skilled in all aspects of shaping and managing successful direct marketing programs — from initial strategy through results and analysis — we see ourselves as your strategic partner. Our vast experience has afforded us the know-how to get things done faster, better and more cost-effectively.

But we don't believe in one-size-fits-all marketing. You will never feel you are part of a big "cookie-cutter" marketing mill. While our process might feel like a well-oiled machine, each campaign is highly individualized.

Full spectrum of direct marketing services

- Strategic Planning
- Creative Development
- Forecasting
- Integrated Media Management
- Marketing Operations
- Front & Backend Analysis

Full funnel, cross channel, integrated marketing and media management

- TELEVISION - Linear, OTT/CTV
- DIGITAL - Social, Search, Display, Video
- PRINT & DIRECT MAIL
- RADIO - Terrestrial, Satellite
- CRM - Email, Lead Nurture
- CRO (Conversion Rate Optimization)
- CONTENT

Executive Team

- John Hoey, Managing Director
- Angela M. Daisy, Managing Director
- Nikki Kearney, Senior VP, Marketing

The VGD Difference

Some agencies know direct response, others claim client-side expertise – VGD was raised on both. We are focused direct response professionals. We've done it. Countless times. We've scaled the learning curves. We've sat where you're sitting, so we understand your issues. You may find we have the answers before you even ask the questions.

We speak your language. Insurance? We understand the intricacies of insurance regulations. Targeting boomers? We know how your marketing should look and sound. Moving from online to offline marketing? We help you through the challenges that come with that growth. Most importantly, we also listen. We come to each assignment with equal parts expertise and clean slate. We hear what you're saying so we can deliver what you need.

VGD Specializes in Categories Such As:

- Insurance and Financial Services
- Senior/Boomer Marketing
- Affinity Marketing
- Lead Generation
- E-Commerce
- Membership/Trial Marketing
- Pay-for-Performance

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. With over 3 decades spent building our DR marketing muscle, we bring the kind of exacting knowledge and experience needed to maximize your success.

Contact Info

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