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2017

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# MARKETING CAMPAIGN

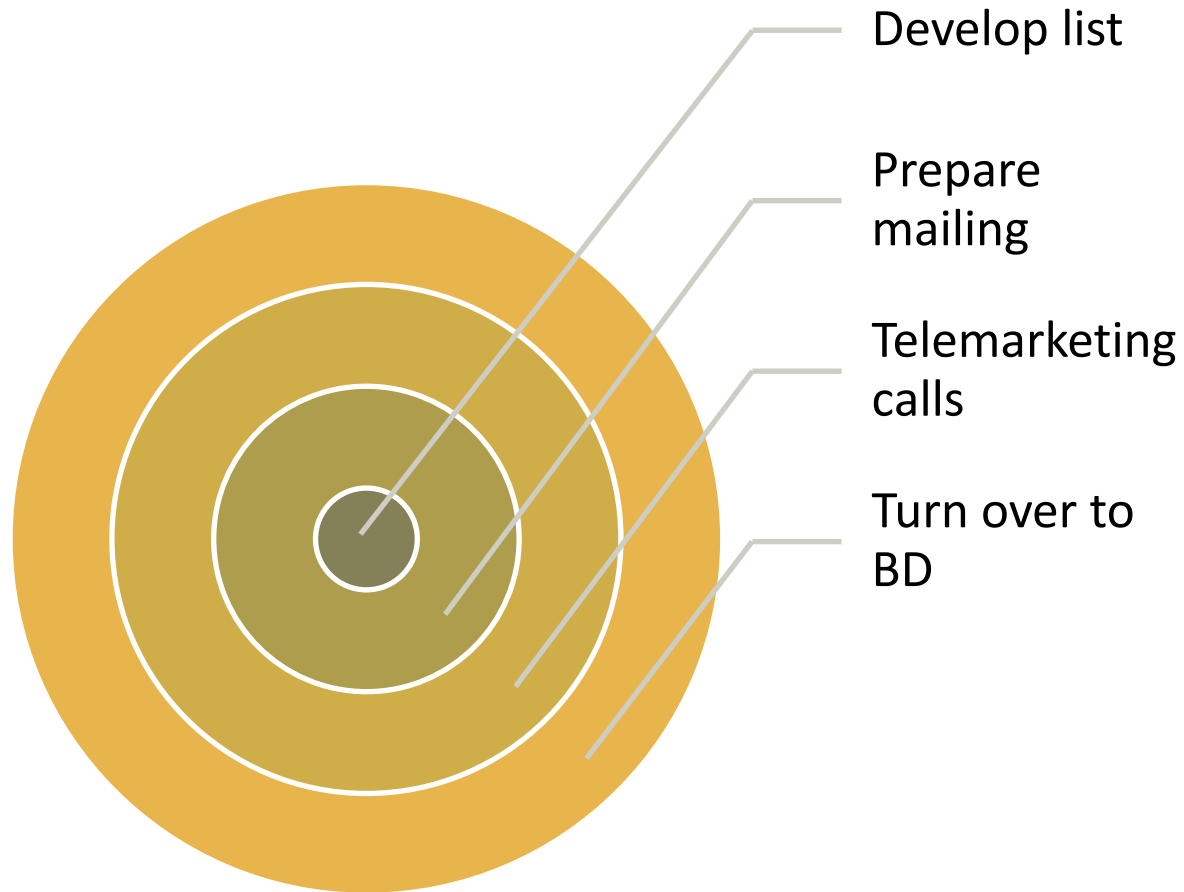
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**SOUTH DAKOTA**

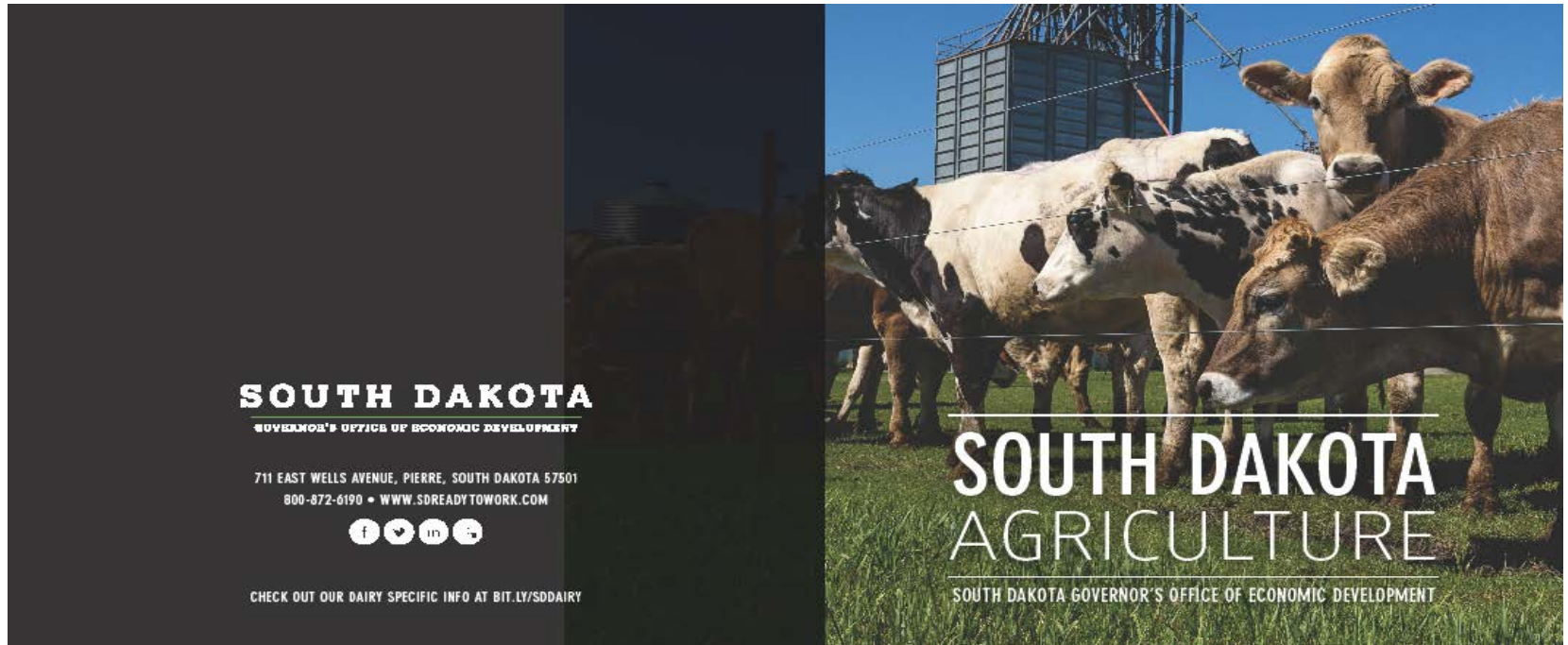
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GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

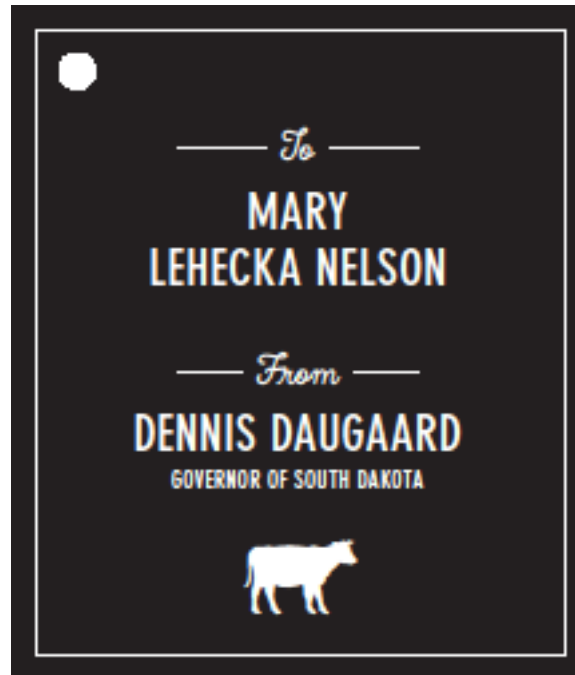
# The lead generation cycle



# Step 2: Creative



# Customized name tag



# Customized labels



# Bounceback card

A bounceback card for the South Dakota Dairy Industry. The top half features a photograph of several cows in a green field under a blue sky. The text "SOUTH DAKOTA DAIRY INDUSTRY" is overlaid on the image in large, white, sans-serif font. Below the image is a light gray section containing two checkboxes for interest and three lines for contact information.

YES, I am interested in learning more about the Dairy Industry in South Dakota and would like a follow-up phone call.

NO, thanks for the offer, but I'm not interested in additional information.

NAME \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_