

**How New Consumer-Friendly Marketing With  
THE WOW FACTOR  
Outperforms Traditional  
Marketing. Guaranteed.**



**The Marketing Consultants Group, LLC  
MarketingConsultantsGroup.com**

**THE MARKETING CONSULTANTS GROUP LLC'S  
EXCLUSIVE NEW CONSUMER FRIENDLY MARKETING  
WITH THE WOW FACTOR**

## What is Consumer Friendly Marketing With THE WOW FACTOR Marketing?

Unlike the traditional marketing, ads and commercials seen in unresponsive traditional campaigns on cluttered traditional advertising mediums (Print, TV, Radio, Billboards, Online) run over and over again where you have to guess at what product or service they're offering, what the offer is that would cause you to pay attention and doesn't include a call to action, our exclusive, new **Consumer Friendly Marketing With THE WOW FACTOR** addresses all four basic things that have to happen before someone buys something. **Attention, Interest, Desire and Action.**

Unlike most of today's traditional marketing which may or may not address all four key marketing components, our **Consumer Friendly Marketing With THE WOW FACTOR Marketing** differentiates itself from traditional campaigns which get minimal results by answering these important questions.

1. Did it make me gasp when I first saw it?
2. Do I wish that I had thought of it myself?
3. Is it unique?
4. Does it fit the strategy to perfection?
5. Could it be used for 30 years?

We use these questions to help provide that BIG IDEA crucial to successful marketing campaigns – and once we have nailed that, everything else will flow.

The lesson here is that every marketing component – graphic, text, tweet, letter, postcard, email, what-have-you – must be based around a central, unifying “Big Idea” to give the marketing campaign a solid and irresistible foundation.

As they say, “go BIG or go home.”

The most important step in any great marketing is to first get your attention.

And so, by introducing a **Consumer Friendly** approach along with **THE WOW FACTOR** to insure we trigger the right emotional responses to kick in the “greed glands” and “warm and fuzzies” emotions that get more positive responses.

We accomplish this by utilizing a graphic ad that not only gets attention, but also creates interest and a desire in the highly perceived value grand prizes (minimum value = priceless) that we provide in our Celebrity-paid, exclusive Celebrity Sweepstakes.

Our graphic ad delivers the most important “What's In It For Me” story that encourages a potential donor to pull out their wallet and engage with our Celebrities because there's something in it for them, a chance to win our highly perceived value prizes and spend exclusive time with our Celebrities. All anyone must do to win is make a relatively small investment in a Celebrity Sweepstakes ticket, with profits from the ticket sales going to the Non-Profit.

## **How does our exclusive Consumer Friendly Marketing With THE WOW FACTOR Marketing outperform traditional fundraising?**

Can you remember the last radio commercial you heard, the last TV commercial you saw or the last print ad you read?

You're not alone.

Most people can't.

Perhaps you'll remember our new Consumer Friendly Marketing With THE WOW FACTOR Marketing?

Consumer friendly?

THE WOW FACTOR?

What's this all about?

And what's in it for me?

Well, if you've ever listened to, watched or read an ad or commercial where you didn't know what they were offering or what it was all about, you're probably like most of us, confused and turned off.

According to the most recent surveys by Advertising Age, **most consumers do not** respond to most ads and commercials and therefore those ads and commercials do not increase sales for any number logical reasons, mostly the fault of the ad agency that created them and convinced the chief marketing officer to spend their ad budgets on running the ads and commercials that don't get results over and over again.

Why would anyone do that?

Because the ad agency, who owns the media buying company, who buys the ad space on the media on which to run the ad, makes a 15% commission for buying the ad space to place those ads and commercials that aren't generating additional sales.

Sound like a game only the ad agencies could win and everyone else, especially the marketers (who's spending the money for the ad space for an ad or commercial which doesn't get much increase in sales) and the consumers lose (avoids the ad or commercial because they didn't know what the offer is or even how to go about getting it if they wanted it).

We solved this.

And so, we get our clients better sales results for less, rather than the unfair game the ad agencies play with their wholly owned media buying companies, getting less results for more. Why? Because we create Consumer Friendly Ads With THE WOW FACTOR that gets better results for less than the diminishing returns of traditional marketing.

## About The Marketing Consultants Group, LLC and Ronnie Schmidt, CEO



**Marketing Consultant Group LLC's CEO Ronnie Schmidt** is sought after as a results-driven, trusted Strategic Marketer. He and his staffs have been directly responsible for sales in excess of \$252,000,000 in multiple products, services and industries during his 48-year sales and marketing management career.

He is best known for his innovative, "results-proven" marketing ideas and concepts, revolutionary marketing systems selling solutions and game-changing **Consumer Friendly Marketing**

### **With THE WOW FACTOR.**

His **Consumer-Friendly Marketing With THE WOW FACTOR** will cut through the media's clutter, grab attention, effectively deliver your marketing messages and get better results for less cost with less effort and less stress than the diminishing returns traditional marketing campaigns get at higher costs.

From 1971 until 1999, he was privileged to be employed in sales and marketing management positions for six (6) Fortune 500 companies including **Fram Corporation, Amstar-Domino-Sugar, Inc., Honeywell, Inc. Boise-Cascade Corporation, Bausch & Lomb, Inc.,** and **CooperVision, Inc.** in multiple industries, and as a management consultant with **Manatech International Ltd.**

Since 1999, he has founded the following four (4) companies, **Marketing Consultants Group, LLC, Worldwide Media Corporation, The Family Publishers, Inc.,** and **Medical Benefits Consultants, LLC.**

He is a graduate of the Pennsylvania State University with a BA in GNAS, Pre-Law.

The below-listed articles are only available from the [Marketing Consultants Group, LLC](#).

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