

**THE MARKETING CONSULTANTS GROUP LLC'S
NEW, DIFFERENT, SUPERIOR CONSUMER FRIENDLY
MARKETING WITH THE WOW FACTOR**

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



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

**HERE'S HOW MARKETING CONSULTANTS GROUP
LLC'S NEW DIFFERENT, SUPERIOR CONSUMER
FRIENDLY MARKETING WITH THE WOW FACTOR
OUTPERFORMS TRADITIONAL MARKETING**

How does our exclusive Consumer Friendly Marketing With THE WOW FACTOR Marketing outperform traditional marketing/advertising?

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.

You will remember our new, different, superior 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.

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 up to a 15% commission for buying the ad space to place those ads and commercials that aren't generating additional sales.

Sounds like an unfair game only the ad agencies could win and everyone else, especially the marketers (who are spending the money for the ad space for an ad or commercial which doesn't get an increase in sales) lose, doesn't it?

Consumers avoid 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. So, here's the bottom line.

Copyright 2024 All worldwide rights reserved. No portion of this document may be reproduced for any reason without the express written permission of the Marketing Consultants Group, LLC. Violators will be prosecuted to the full extent of the law.

We will get clients better sales results for less cost with less effort (rather than the unfair game the ad agencies play). Because we created **Consumer Friendly Ads With THE WOW FACTOR** to get better results for less cost with less effort than the diminishing returns traditional marketing/advertising gets at higher costs.

To claim your Risk-Free Demo of our Consumer Friendly Marketing With THE WOW FACTOR to get better results - MarketingConsultantsGroup.com/marketing.

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.

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 our highly valued **Grand Prizes** in our exclusive **Sweepstakes**.

Our graphic ads deliver the most important “What's In It For Me” story that encourages a potential donor a chance to win one of our highly perceived value **Grand Prizes**.

All anyone must do to win is enter their name, e-mail address, and phone number in the contest's form. Once we have names, e-mail addresses, phone numbers, we can inform, entertain, educate, and engage potential buyers for years. Simple, yet highly effective.

To claim your Risk-Free Demo of our new Consumer Friendly Marketing With THE WOW FACTOR to get better results - MarketingConsultantsGroup.com/marketing.

About 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 53-year sales and marketing management career.



He is best known for his innovative, "results-proven" marketing ideas, including new, different, superior ad mediums like **Aerial Extravaganzas** and **Digital Signs Advertising Networks**, revolutionary new selling systems solutions like **Audio Home Tours Marketing Systems** and his game-changing **Consumer Friendly Marketing With THE WOW FACTOR Marketing**.

His **Consumer-Friendly Marketing With THE WOW FACTOR** will cut through the traditional 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 are getting at higher costs.

From 1971 until 1999, he was privileged to be 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.**

He is the Founder and CEO of **Marketing Consultants Group, LLC** and a graduate of the Pennsylvania State University, earning his BA Degree in General Arts and Sciences.

This article is available to download at MarketingConsultantsGroup.com/marketing

To claim your Risk-Free Demo of our new Consumer Friendly Marketing With THE WOW FACTOR to get better results - MarketingConsultantsGroup.com/marketing.

Marketing Consultants Group, LLC (MarketingConsultantsGroup.com)

2300 Riverside Drive. Green Bay, Wisconsin 54301

(800) 330-8908 Ext. 800 Support@MarketingConsultantsGroup.com

Copyright 2024 All worldwide rights reserved. No portion of this document may be reproduced for any reason without the express written permission of the Marketing Consultants Group, LLC. Violators will be prosecuted to the full extent of the law.

NOTES: