

The 7 Things Investors
Desperately Want That We Have
Confidential Investment Summary -
Marketing Consultants Group, LLC



Marketing Consultants Group, LLC
1039 West Mason Street, Green Bay, WI 54303 USA
(800) 330-8908 Support@MarketingConsultantsGroup.com

The Next Big Things In Media

Do you know how we can't remember the last TV, radio, billboard or print ad we heard, read, or saw?

Even those ads repeated over and over ad nauseam. You know, the ads you see where you can't even tell what they're selling.

Advertising Age's most recent surveys show that traditional ad mediums (print, radio, billboards, TV, online) are delivering diminishing returns at higher costs in the \$206.7 Billion U.S. advertising space media market.

According to Advertising Age, even 80% of the commercials aired on Super Bowl do not increase sales, even at costs approaching \$5,000,000 for a :30 second spot, and that's just for the airtime.

Marketers are desperately pressuring their ad agencies to find better ways to cut through the older traditional media's clutter in print, radio, billboards, TV, online to get better sales results faster for less cost.

We Solved This Problem. Our Value And Method.

The Marketing Consultants Group, LLC is a marketing, technology and media company providing less costly, more effective customer acquisition and sales conversion via our:

(1) proprietary ad space on our new ad networks of advertising-effective ad mediums, Remotely Managed Digital Signs in our Indoor Digital Signs Advertising Networks (Remotely Managed).

(2) proprietary ad delivery services,

(3) cost-effective ad management systems, along with,

(4) game-changing Consumer-Friendly Marketing With THE WOW FACTOR Marketing Campaign secrets that cut thorough the traditional media's clutter, grab everyone's attention, broadcasting our client's promotional messages to millions of consumers in stores, convenience stores and supermarkets.

Everything we do supports conversion of millions into customers from our new ad space in high-traffic stores, convenience stores, supermarkets, etc., broadcasting the right marketing message to the right market at the right time in the U.S.'s \$206.7B ad media market.



All this so we get better results at lower costs for top-tier advertisers.

Rather than the diminished returns older ad mediums get at higher costs.

The Bottom Line.

We provide top-tier advertisers with the 3 things they need to get better results:

(1) better results-proven ad mediums ad space that gets seen,

(2) exclusive services for delivering our client's marketing messages,

(3) help providing better, more effective marketing strategies and ad content that gets better results.

"There is no other company like it on the planet. They have "results-proven" ad medium's ad space and game-changing marketing strategies that will make savvy advertisers and visionary investors richer, faster." - Robert W Bly, President, Center For Technical Communications

Will The Marketing Consultants Group, LLC's Exclusive New Ad Mediums, New Ad Space, Game-Changing Marketing And 7 Things Investors Want That They Have Make You Richer, Faster?

(1) Massive untapped markets,

(2) Expected explosive growth,

(3) Top-tier advertisers,

(4) New results-proven advertising mediums and game-changing new marketing strategies,

(5) Visionary management,

(6) Average 52.4% profit margins, and

(7) Excellent Pre-IPO investment opportunity and exit strategy.

Read on . . .

“7 Things Investors Want That We Have” Investment Summary
MarketingConsultantsGroup.com

Author, CEO Ronnie Schmidt (800) 330-8908
Ron.Schmidt@MarketingConsultantsGroup.com

Table Of Contents

Marketing Consultants Group, LLC Investment Summary	7
What We Will Do. The Problems We Solve. Our Method. How We Will Help Potential Advertising Clients	7
Overview	9
The Problems We Will Solve	10
Our Exclusive Solutions	10
Our Digital Products	11
Our Exclusive Services	11
Size Of The Problems	12
Recurring Revenues	13
Go To Market Strategy	14
Financials	15
Our Unique Advantages	17
Our Marketing Consultants Group, LLC Leader	18
Our Funding	19

7 Things Investors Want That We Have	19
Supporting Documentation	22
Disclaimers,.....	23

**Looking For Your Next Best Investments?
Look In Stores! Discover The 7 Things
Investors Desperately Want That We Have.**



Marketing Consultants Group, LLC's Investment Summary

**What We Will Do. The Problems We Solve. Our Method.
How We Will Help Our Advertising Clients.**

What We Will Do.

**WE HELP TOP ADVERTISING CLIENTS
CONVERT PROSPECTS INTO
CUSTOMERS, DRIVING THEM INTO
THEIR WEB SITES, STORES, CALL
CENTERS AND SALES FUNNELS.**



As a **Marketing, Technology and Media Company**, everything we do supports effective efficient, results-proven customer acquisition and conversion.



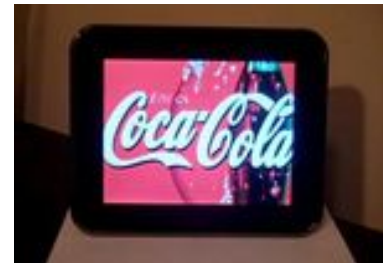
Problems We Will Solve.

WE OVERCAME RETAIL OBJECTIONS TO IN-STORE DIGITAL ADVERTISING OF "WHAT TO DO, HOW TO DO IT, WHO'S GOING TO DO IT." We handle the details of our **Remotely-Managed Indoor Digital Signs Ad Networks**. We rent retail space, manage our Networks, sell our ad space.



Our Method And Core Values.

WE WILL RENT SPACE IN HIGH TRAFFIC STORES, SUPERMARKETS TO PLACE OUR REMOTELY MANAGED INDOOR DIGITAL SIGNS AD NETWORKS. We will sell our exclusive ad space on our exclusive Digital Signs Ad Networks to top advertisers via long-term sales agreements.



How We Will Help Our Advertising Clients.

WE WILL HELP OUR ADVERTISING CLIENTS AND THEIR AGENCIES CREATE CONSUMER-FRIENDLY MARKETING WITH THE WOW FACTOR MARKETING CAMPAIGNS. We will get better sales results than the diminishing returns traditional marketing and cluttered media get for less cost.



OVERVIEW

TECHNOLOGY

Our Remotely-Managed Digital Signs and ad space in our exclusive **Remotely-Managed Indoor Digital Signs Ad Networks**.

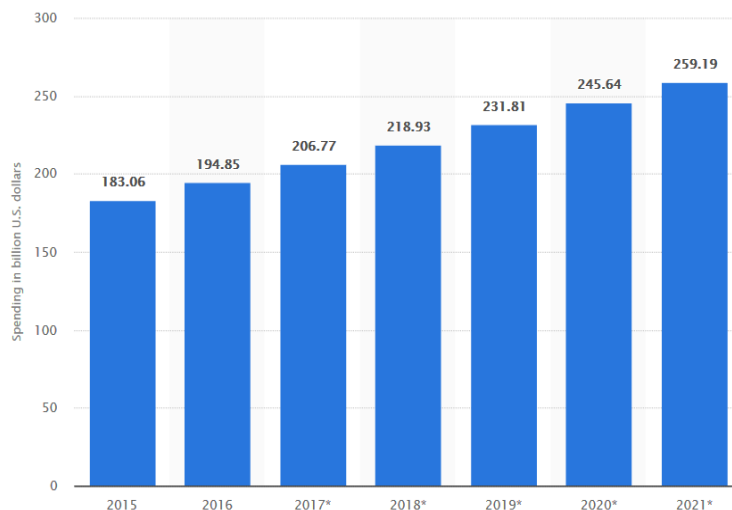


MARKET SIZE

U.S. Media Buyers bought \$206.7 billion of ad space in 2017. Media Buyers worldwide bought \$500+ Billion in ad space.



Media advertising spending in the United States from 2015 to 2021 (in billion U.S. dollars)



DOWNLOAD SETTINGS SHARE

PNG + PDF + XLS + PPT +

DESCRIPTION SOURCE MORE INFORMATION

The timeline presents advertising spending in the United States from 2015 to 2021. The source estimated that the U.S. ad expenditure in 2017 would amount to 206.77 billion U.S. dollars, up from 183 billion recorded in 2015. Looking at specific media spend, in 2016 TV ad expenditures were to account for a lion's share of [total advertising spending](#) in the country, followed closely by investments in digital advertising.

Advertising spending in the U.S. - additional

The timeline presents advertising spending in the United States from 2015 to 2021. This source estimated that the U.S. ad expenditure in 2017 would amount to 206.77 billion U.S. dollars, up from 183 billion recorded in 2015.

Looking at specific media spending, in 2016 TV ad expenditures were to account for a lion's share of [total advertising spending](#) in the U.S., followed by investments in digital advertising.

Source: <https://www.statista.com/statistics/272314/advertising-spending-in-the-us/>

WE OVERCAME OBJECTIONS TO IN-STORE DIGITAL ADS

"What to do. How to do it, Who's going to do it." - We will handle all the details for our advertisers and retailers.



THE PROBLEMS WE WILL SOLVE

"Advertisers getting diminished returns at higher costs." - Ad Age



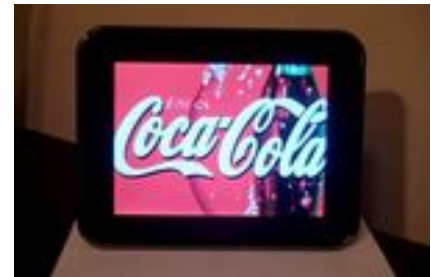
Retailer's confusion regarding digital advertising in stores, "What to do. How to do it. Who's going to do it." - Platt Retail Institute



platt | retail | institute

OUR EXCLUSIVE SOLUTIONS

We will provide, place and remotely-manage our exclusive Digital Signs in our new **Remotely Managed Indoor Digital Signs Ad Networks** in retail stores.



We will rent retail space at or near points of sale to locate our Digital Signs, sell our digital ad space on our signs on our **Remotely Managed Digital Signs Ad Networks** to our advertising clients.



We will help our advertising clients and their agencies create consumer-friendly ads to create interest and convert prospects into consumers. Our CEO, Ronnie Schmidt, of [Marketing Consultants Group, LLC](#) wrote the manual **How New Consumer-Friendly Marketing With THE WOW FACTOR Outperforms Traditional Marketing.**

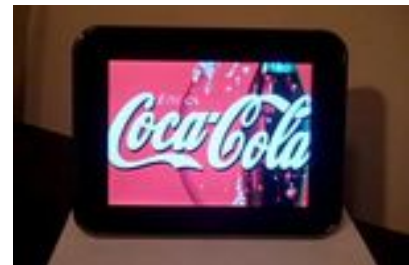


OUR DIGITAL PRODUCTS

Our Remotely-Managed Digital Sign With Optional 2 Color Thermal Digital Printer.



Our Remotely Managed Digital Signs were designed specifically for us for ease of operation, reliability, and performance.



OUR EXCLUSIVE SERVICES

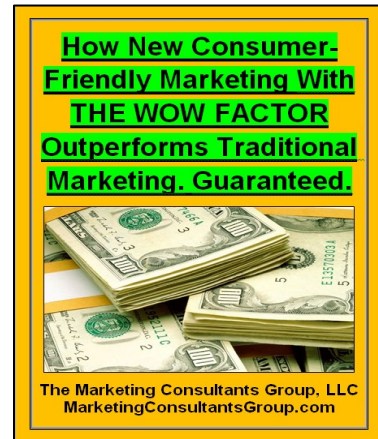
We will remotely manage our Digital Signs in our exclusive **Remotely Managed Indoor Digital Signs Ad Networks** at points of sale, sell our exclusive ad space on each sign.



We will handle the details and manage our advertising client's ad content on **Remotely Managed Indoor Digital Signs Ad Networks.**



We will help our advertising clients and their agencies create **Consumer-Friendly Ads with THE WOW FACTOR** to create interest and convert prospects into consumers, giving away high-ticket items in consumer contests to get attention, create interest and desire and engage consumers in our advertising client's sales funnels.



We will efficiently coordinate, track, and change our advertising client's ads via our Central Control System to maximize sales results.



We will report consumer responses and advertising results about each ad running on our exclusive Digital Signs in retail stores.



Our CEO Ronnie Schmidt co-authored the White Paper – Case Study **"Why In-Store Digital Advertising? Who Wins? The Store, Consumer Or Advertiser?"**



SIZE OF THE PROBLEMS

"Advertisers are getting diminished returns from cluttered ad mediums at higher costs." (TV, Radio, Print, Billboards, Online)



According to Ad Age: "80% of ads run on Super Bowl do not increase sales at up to \$5 Million U.S. per 30 seconds of airtime."



OUR RECURRING REVENUES

Each Digital Sign's ad space will generate \$3,240 in yearly sales (6 Ads per Sign X \$1.50 per Ad per Day per Sign X 360 Days)



Each Digital Sign's 6 Ads change every 15 seconds. Ad space is billed quarterly in advance. Each Digital Sign will generate \$2,376 in yearly net profits.



Our multiple Digital Signs in our Remotely Managed Indoor Digital Signs Ad Networks in retail stores will provide multiple revenue streams from each store.



We will sign our Advertising Clients to long-term sales agreements for our exclusive ad space. Having long-term recurring revenues, will make us attractive to potential suitors.



OUR GO TO MARKET STRATEGY

PROOF. We will run static consumer ads on our digital signs that will feature attention-getting consumer contests with high perceived value prizes.



PROOF. We will give away cars, trips, shopping sprees, etc. as grand prizes in our **Consumer-Friendly Marketing With THE WOW FACTOR** consumer contests.



PROOF. We will run in-store beta tests featuring consumer contests in big box and convenience stores, supermarkets on our Digital Signs Ad Networks.



PROOF. Consumers will enter our contests by going to either the retailer's or advertiser's web sites, submitting their e-mail addresses to enter the contests.



PROOF. We will monitor the responses from retailers, consumers, advertisers, further engage consumers in advertiser's, retailer's e-mail sales funnels.



PROOF. We will employ AD AGE to publish our results, invite selected advertisers, retailers to participate, add additional digital signs and retailers to our ad networks.

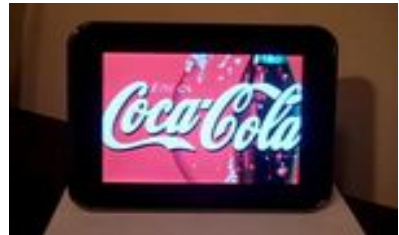


OUR FINANCIALS

GROWTH. Our expected explosive growth will be dependent on securing the capital to finance our remotely managed digital signs equipment.



CASH FLOW. Each remotely-managed digital sign's ad space is cash flow positive based on billing advertisers 3 months in advance for our exclusive ad space.



EXPANSION. We will sell our international advertisers new additional ad space in new markets with minimal client acquisition cost.



LONG TERM. As we place more equipment in the field, revenues and profits will grow, while operating costs remain constant.



	Financial Projections	2022-2023*	2023-2024**	2024-2025***
Sales	Sales	1,620,000	2,430,000	3,240,000
	Cost of Sales	594,000	891,000	1,188,000
	Gross Profit	1,026,000	1,539,000	2,052,000
Expenses	Operating Expenses	45,000	45,000	45,000
	Interest	30,000	30,000	30,000
	Depreciation	32,400	48,600	64,800
	Amortization	0	0	0
	Total Expenses	107,400	123,600	139,800
	Operating Income	918,600	1,415,400	1,912,200
Other Income/ Expenses				
	Gain (loss) on sales of assets	0	0	0
	Other (net)	0	0	0
	Subtotal	0	0	0
	Income Before Tax	918,600	1,415,400	1,912,200
	Taxes (10%)**	91,860	141,540	191,220
	Net Income	826,740	1,273,860	1,720,980
Cost of Sales	Materials	216,000	324,000	432,000
	Direct Labor	162,000	243,000	324,000
	Other Costs	216,000	324,000	432,000
	Total Cost of Sales	594,000	891,000	1,188,000

* 2022-2023 500 Active Signs, 2023-2024 750 Active Signs, 2024-2025 1000 Active Signs In Place

OUR UNIQUE ADVANTAGES

EXPERTISE. Our Founder & CEO, Ronnie Schmidt co-wrote the White Paper "**Why In-Store Digital Advertising? Who Wins? The Store, Consumer Or Advertiser?**"



AS A MARKETING, TECHNOLOGY & MEDIA COMPANY, we will handle the details, support our clients in every aspect of customer acquisition and conversion.



MARKETING. CEO Ronnie Schmidt of the [Marketing Consultants Group, LLC](#) wrote the exclusive manual **How New Consumer-Friendly Marketing With THE WOW FACTOR Outperforms Traditional Marketing.** We will help create display ads for our advertising clients and their agencies to get better results than traditional media.



TECHNOLOGY. Our Remotely Managed Digital Signs, Indoor Digital Signs Ad Networks and Ad Networks Management System were designed for us for ease of operation. We can control thousands of digital signs from one computer.



OUR MARKETING CONSULTANTS GROUP, LLC LEADER

Our CEO, Founder, Author, Trusted, “Results-Proven” Executive Ron Schmidt and his sales staffs have been responsible for \$252,000,000+ in sales during his 48-year sales management and marketing career for Fortune 500 industry leaders Fram Corporation, Honeywell, Inc., Boise-Cascade, Inc., Bausch & Lomb Inc., Cooper Vision, Inc., Amstar-Domino Sugar Inc., and as Founder, CEO of The Marketing Consultants Group, LLC in the automotive aftermarket, commercial building market, real estate construction, medical, food, marketing, publishing and advertising mediums industries.



A strategic marketer with a creative, practical, results-oriented marketing and sales mind, Ron has developed powerful selling systems solutions, exclusive new ad mediums including the company's exclusive Indoor Digital Signs Advertising Networks (Remotely-Managed) and results-oriented concepts like: “Interactive Marketing”, “Targeted Broadcast Marketing”, “Because Marketing Systems Work – While Everything Else Eventually Fails”, “Empowering Your 'Unpaid' Sales Force”, “Breaking The Deadly Silence Of Real Estate's Unpredictable Silent Marketing” for our exclusive “Audio Home Tours Marketing Systems” selling systems solution.

Mr. Schmidt has a Bachelor Of Arts Degree in GNAS, Pre-Law from Pennsylvania State University.

OUR FUNDING

Ronnie Schmidt, CEO, invested \$400,000+ and the last 3 years in R&D, Market Analysis, Beta Testing, Product Development and Proofs Of Performance.



We will utilize additional investment capital to finance our proprietary digital signs equipment and expected explosive growth.



7 THINGS INVESTORS WANT THAT WE HAVE.

1. HUGE UNTAPPED MARKET OF TOP ADVERTISERS are seeking help with their customer acquisition and will buy ad space on our new **Remotely Managed Indoor Digital Signs Ad Networks.**



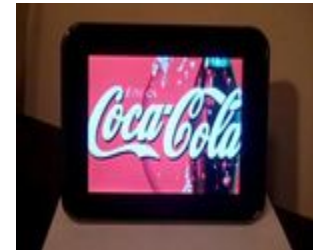
2. OUR PROSPECTIVE ADVERTISERS SPEND BIG \$\$\$ creating ads and buying ad space. In 2017, ad space buys accounted for \$206.7 US Billion in sales.



3. OUR SENIOR EXECUTIVE PROBLEM-SOLVING TEAM. Our CEO executive leadership has over 49+ years of sales management and sales and marketing experience.



4. OUR AVERAGE NET PROFIT is 52.4% over the next 3 years. Each of our Digital Signs will generate \$3,240 in sales, \$2,376 in profit per year.



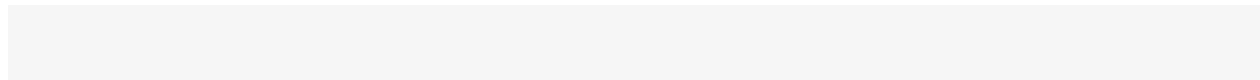
5. DIFFICULTY FOR OUR COMPETITORS to enter our markets because our long-term retail rental and ad space contracts will be in place.



6. OUR EXPECTED EXPLOSIVE GROWTH OPPORTUNITY. Our exclusive digital signs can operate anywhere there is Wi-Fi and electricity available.



7. OUR EXIT PLAN. We will be positioned to become a new media force, excellent potential takeover target, acquirer, or sale candidate.



Will Marketing Consultants Group, LLC's Exclusive New Ad Mediums, Ad Space And Game-Changing Marketing Make You Richer, Faster?

- (1) Massive untapped markets,
- (2) Expected explosive growth,
- (3) Top-tier advertisers,
- (4) New results-proven advertising mediums and game-changing new marketing strategies,
- (5) Visionary management,
- (6) Average 52.4% profit margins, and
- (7) Pre-IPO investment opportunity and exit strategy

SUPPORTING DOCUMENTATION

Marketing Consultants Group, LLC was registered with Wisconsin's Division Of Financial Institutions on 12-05-2012. Entity # **M084618**

Marketing Consultants Group, LLC filed a Form D with the U.S. Securities and Exchange Commission on April 14, 2021 in the amount of \$50,000,000 over 4 years.

<https://www.sec.gov/edgar/browse/?CIK=1856928>

CEO Ronnie Schmidt co-authored the [White Paper "Why In-Store Digital Advertising? Who Wins? The Store, Consumer Or Advertiser?"](#) with Steven K. Platt, the Platt Retail Institute.

CEO Ronnie Schmidt authored the article [How New Consumer Friendly Marketing With THE WOW FACTOR Outperforms Traditional Marketing. Guaranteed.](#)

CEO Ronnie Schmidt has served 6 Fortune 500 companies including [Fram](#), [Boise-Cascade](#), [Amstar-Domino Sugar](#), [Cooper Vision](#), [Honeywell, Inc.](#) and [Bausch & Lomb](#). He and his sales staffs have been directly responsible for selling \$252,000,000+ in products and services.

CEO Ronnie Schmidt is listed on LinkedIn.com at <https://www.LinkedIn.com/in/ronnieschmidt>

CEO Ronnie Schmidt's personal web site is RonnieSchmidt.com

IMPORTANT - PLEASE READ THESE STATEMENTS,
CONFIDENTIALITY and SECURITY STATEMENT,
DISCLAIMERS

IMPORTANT - PLEASE READ THESE STATEMENTS,
CONFIDENTIALITY STATEMENT, SECURITY STATEMENT
AND DISCLAIMERS WITH REGARD TO THE INFORMATION
PROVIDED HEREIN.

Confidentiality Statement

This document (the “Investment Summary”) contains confidential information proprietary to Marketing Consultants Group, LLC, hereinafter referred to as the “Company” (the “Company”).

This information and related conversations are submitted solely for the purpose of introducing selected parties to the Company’s Investment Summary, Executive Summary - Business Plan.

The Company’s disclosure of information contained herein and in related conversations does not constitute authorization for the recipient of the Investment Summary to use the information, ideas, or concepts contained herein for any purpose other than the evaluation of the Company, or to disclose any information to any other parties.

The Company retains ownership of this Investment Summary, including all concepts and ideas described herein.

Each recipient of this document agrees to treat the information in a strictly confidential manner.

The recipient may not disclose, directly or indirectly, or permit any agent or affiliate to disclose any information contained herein or reproduce this document in whole or part in any format without

the prior written consent of the Company, unless otherwise required by applicable law.

Any party who accepts delivery of this Investment Summary, or any other document(s) or verbal communication(s) of confidential information from the Company, agrees to be bound by the terms of this Confidentiality Statement, and further agrees to promptly return any such documents and materials to the Company upon request.

This Investment Summary does not constitute an offer to sell or the solicitation of an offer to buy any securities, or an offer to sell or the solicitation of an offer to buy such securities in any circumstances in which such offer or solicitation is unlawful.

Neither the delivery of this Investment Summary nor any sale of the Company's securities shall, under any circumstances, create any implication that there has been no change in the affairs of the Company since the date hereof, or that information contained herein is correct as of any time subsequent to its date.

The market analysis and financial projections presented herein represent the Company's best judgment and reasonable assumptions of future events and circumstances; all other information contained herein has been obtained from sources deemed reliable.

However, no warranty or representation, expressed or implied, is made as to the accuracy or completeness of any information contained herein, and same is submitted subject to errors and omissions, and no representations or warranties of future company performance or market trends are intended, and such are expressly disclaimed.

Security Statement

This Investment Summary does not constitute an offer to sell or the solicitation of an offer to buy any securities, or an offer to sell or the solicitation of an offer to buy such securities in any circumstances in which such offer or solicitation is unlawful.

Neither the delivery of this Investment Summary nor any sale of the Company's securities shall, under any circumstances, create any implication that there has been no change in the affairs of the Company since the date hereof, or that information contained herein is correct as of any time subsequent to its date.

Disclaimers

The market analysis and financial projections presented herein represent the Company's best judgment and reasonable assumptions of future events and circumstances; all other information contained herein has been obtained from sources deemed reliable.

However, no warranty or representation, expressed or implied, is made as to the accuracy or completeness of any information contained herein, and same is submitted subject to errors and omissions, and no representations or warranties of future company performance or market trends are intended, and such are expressly disclaimed.

Revised: June 13, 2021