

**OVERVIEW – HOW THE MARKETING CONSULTANTS GROUP LLC'S
EXCLUSIVE, NEW SPORTS CELEBRITY SWEEPSTAKES FUNDRAISING
CAMPAIGNS WILL RAISE MORE FASTER WITH LESS EFFORT FOR
NON-PROFITS WHILE OUR SPORTS CELEBRITIES GET PAID
AND WE HANDLE ALL THE DETAILS.**

SPORTS CELEBRITIES

**Want To Help Raise More
Money Faster With Less Effort
For Selected Non-Profits And
Get Paid? Read This.**



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

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I. Here's How Our Exclusive Celebrity Sweepstakes Fundraising Campaigns Work



1. Participants. We will hire Celebrities like Garth Brooks, Taylor Swift, Adriana Grande to promote our exclusive, new Celebrity Sweepstakes fundraising campaigns to their fans and the media to raise more money faster with less effort for Non-Profits. Celebrities get the applause. We handle the details.

2. Grand Prizes. We will work with our Celebrities and their staffs to create Sweepstakes Grand Prizes to include time spent with our Celebrities.

3. Marketing. We will help create promotional ads employing our exclusive, new **Consumer Friendly Marketing With THE WOW FACTOR**, featuring our Celebrities to promote our Celebrity Sweepstakes and maximize results.

4. Administration. We will manage administration of our Celebrity Sweepstakes campaigns. We will employ: (1) a professional ticketing firm to handle ticketing, (2) a professional travel agency to handle travel and accommodations for Grand Prize winners and, (3) a professional law firm to handle endorsement agreements, compliance, and legal matters. We will administer the details so our Celebrities and their representatives are free to do what they do.

5. Transparency. We will also employ a certified public accounting firm to handle all accounting functions, audit ticket sales, pay our Celebrities, Grand Prize expenses, administrative fees, and Non-Profit contribution.

6. Know A Celebrity You'd Like Us To Hire? Here's What To Do Now.

Watch Our Video. **Celebrities. Want To Help Raise More Money Faster With Less Effort For Selected Non-Profits And Get Paid?**

Watch MarketingConsultantsGroup.com Fundraising Tab [Celebrity Video](http://MarketingConsultantsGroup.com/celebrity-video)
MarketingConsultantsGroup.com/celebrity-video

7. Call Ronnie Schmidt, our **CEO**, at (800) 330-8908 Ext. 807 or e-mail him directly Ronnie.Schmidt@MarketingConsultantsGroup.com to set up a convenient call.

NOTE: Everyone who sees our Celebrity Sweepstakes likes it. It's a win-win-win for Celebrities, their followers and fans, the Non-Profits.

II. Here Are The Things Our Marketing Consultants Group, LLC Will Do For Our Paid Celebrities To Raise More Faster With Less Effort For Non-Profits.

1. Create and manage our Celebrity Sweepstakes fundraising campaigns for Non-Profits, including, but not limited to:
 - a. Help administering ticket sales and payments for our Celebrity Sweepstakes.
 1. Provide professional ticketing company to process credit card ticket sales and handle all administration tasks for our Celebrity Sweepstakes.
 2. Provide professional accounting and auditing by a Certified Public Accounting firm for all ticket sales, expenses and payments.
 - b. Help determine Celebrity Sweepstakes grand prizes to include exclusive time with our Celebrities.
 - c. Help create and test Celebrity Sweepstakes marketing materials including:
 1. Celebrity Sweepstakes graphic ad(s).
 2. Celebrity Sweepstakes social media pages.
 3. Celebrity Sweepstakes news releases.
 4. Celebrity Sweepstakes E-mails, direct mail and text messages for the media, consumers and donors.
2. We handle our Celebrity Sweepstakes contest applications and applicable contest fees to ensure that our Celebrity Sweepstakes comply with all local and state regulations.

III. The NEXT BIG THINGS In FUNDRAISING?

Want To Help Raise More Money Faster With Less Effort For Selected Non-Profits? Read This.

“Do you know how most of us can’t remember the last ad or commercial we saw, read or heard.

Can you?

Do you sometimes wonder what product or service is being offered when the ad or commercial’s visual content has nothing to do with the product or service being offered?

Like in many pharmaceutical commercials where folks are seen frolicking, while the announcer is reciting a list of harmful side effects from taking the advertised drug.

Perhaps that’s why most of us ignore the ads and commercials and they do not increase sales.

According to Ad Age’s surveys, 80% of the commercials aired on Super Bowl, known for airing the most expensive ads and commercials on the planet, do NOT increase sales.

Yikes! If the “big boy’s” ads and commercials don’t increase sales, how will we ever help you raise more money faster for your Non-Profit?

Well, what we do is create, manage and deploy our exclusive, new **Consumer Friendly Marketing With THE WOW FACTOR** campaigns in conjunction with our exclusive, new **Celebrity Sweepstakes** that cut through the media’s clutter, grab potential donor’s attention to create a strong interest and desire to engage, participate and contribute to the Celebrity Sweepstakes so that we maximize your fundraising results with less effort.

How do we accomplish this?

(1) As strategic marketing consultants, we tap into potential donor’s “greed glans” to win highly perceived value prizes with relatively small investments.

(2) We utilize emotional triggers to give potential donors those “warm and fuzzy, feel good” feelings that encourage them to contribute to help fund selected Non-Profit’s causes.

(3) We create “results-proven” Consumer Friendly Marketing With THE WOW FACTOR campaigns, providing unique and highly perceived value prizes that typically haven’t been seen or offered before.

(4) We create Celebrity Sweepstakes that have relatively low costs to enter to win high perceived value grand prizes.

We do all this so that our Celebrity clients grab more attention, create a strong interest and desire among potential donors to win the grand prize(s).

As an example, here's the difference between a Consumer Contest Prize (1) and an attention-getting Consumer-Friendly Marketing With THE WOW FACTOR Celebrity Sweepstakes Prize (2).

(1) A Consumer Contest Prize – Win a \$100 Basket Of Cheer.

(2) A Consumer Friendly Marketing With THE WOW FACTOR Celebrity Sweepstakes Contest Prize – Win an all-expense paid evening for 2 with _____, round trip transportation, special Celebrity-hosted dinner, show or game tickets, autographed photos, videos and unique Celebrity memorabilia.

Which contest prize will get more attention?

Which contest prize will get more donors reaching for their wallets, engaging and participating?

Which contest prize will generate more money for your favorite Non-Profit?

Which contest prize will make more money with less effort for you?

IV. Frequently Asked Questions

What Are Consumer Friendly Marketing With THE WOW FACTOR Fundraising Campaigns?

Unlike traditional marketing, ads and commercials seen in traditional campaigns on cluttered traditional mediums run over and over again where you have to guess what product or service is being offered and what the offer is that would cause you to pay attention and engage, our exclusive, new **Consumer-Friendly Marketing With THE WOW FACTOR Fundraising Campaigns** address all four main things (below) that have to happen before anyone engages with your offer and purchases something.

In the case of fundraising campaigns reaches for their wallet or pocketbook, pulls out their credit card and/or writes a check to a selected Non-Profit.

1. Get **Attention**.
2. Create **Interest**.
3. Create **Desire**.
4. Call To **Action**.

Our exclusive, new **Consumer Friendly Marketing With THE WOW FACTOR Fundraising Campaigns** and **Consumer Contests** are also different from older, outdated traditional fundraising campaigns by having to answer 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 the BIG IDEA crucial to your fundraising campaign – and once we have that nailed, everything else practically flows without effort.

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

As they say, “go BIG or go home.”

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

And so by introducing a **Consumer Friendly** approach along with **THE WOW FACTOR** to insure that we trigger emotional responses, like triggering the “greed glands” to kick in and “warm and fuzzies” emotions to get more attention, and therefore more responses, getting our selected Non-Profits better results and more money faster.

We accomplish this by creating a special graphic gets your attention and creates interest and a desire in a highly perceived value contest prize (minimum value \$5000.00).

The consumer contest graphic encourages potential donors to pull out their wallets, engage and participate with your non-profit's cause because there's something in it for them, an opportunity to win the high perceived value contest prize(s) by only investing a small amount.

How does our Marketing Consultants Group's Consumer-Friendly Marketing With THE WOW FACTOR Marketing outperform traditional marketing?

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 of good reasons, mostly the fault of the ad agency that developed them and convinced the chief marketing officer to spend their budgets on running the ads and commercials over and over again ad nauseum but not driving traffic and not getting results.

Why would an ad agency do that?

Because the ad agency who created the ads and commercials also owns the media buying company, which buys the ad space from the medium owner makes up to a 15% commission for buying the ad space to run the ads and commercials that the ad agency created that aren't generating additional traffic and increasing sales.

And so, it's a money-sucking game that only the ad agencies win.

And everyone else, especially the marketers (who spend the money to create the ad or commercial and buy the ad space for the ad or commercial which doesn't drive additional traffic to the marketer's store, web site, or call center to get an increase in sales) and the consumers lose (who avoid the ads or commercials because they don't know what the offer is for or even how to go about getting the offer even if they wanted it).

We solved this.

We will get our clients better results for less with less effort, rather than the unfair game the ad agencies play with their wholly owned media buying companies, getting less results for more.

Are our exclusive Celebrity Sweepstakes considered "gambling"?

Some may say yes, but if you own stocks or bonds you are "gambling" to get a return on your investment.

Are our exclusive Celebrity Sweepstakes legal?

Yes, in most states raffle contests like our Celebrity Sweepstakes for Non-Profits are entirely legal.

Contest rules have already been written and set for qualified Non-Profits by state, county and local governments.

In most states, our Celebrity Sweepstakes must be registered, and a fee paid for registering the contest.

The Marketing Consultants Group, LLC will research local and state contest rules and handle registrations and fees paid for registering our Celebrity Sweepstakes campaigns.

The qualifier for any Non-Profit who receives funds from our Celebrity Sweepstakes is that the Non-Profit must be registered and in good standing with all local, state and Federal rules and regulations.

How much more money can our Celebrities expect to raise with less effort via our Celebrity Sweepstakes for selected Non-Profits versus traditional fundraising campaigns?

The amount of money raised in our Celebrity Sweepstakes fundraising campaigns for selected Non-Profits depends on many factors, including, but not limited to:

- (1) how many potential donors see or hear about our Celebrity Sweepstakes,
- (2) the percentage of potential donors who purchase a Sweepstakes ticket after they have seen or heard about our Celebrity Sweepstakes,
- (3) the perceived value and consumer appeal of our Celebrity Sweepstakes grand prize(s). The higher the perceived value, the exclusiveness of the grand prize, and the appeal of the grand prize, the more potential donors will want to participate in our Celebrity Sweepstakes by buying a ticket or multiple tickets.
- (4) the price of our Celebrity Sweepstakes ticket,
- (5) the length of time our Celebrity Sweepstakes runs and the season in which it runs,
- (6) if we employ a donor or multiple donors to match funds raised or provide additional publicity for our Celebrity Sweepstakes, and
- (7) many other factors.

Our Marketing Consultants Group LLC's Celebrity Sweepstakes fundraising objective is to raise more money faster with less effort for selected Non-Profits than any other traditional fundraising campaign.

How will tickets to our exclusive Celebrity Sweepstakes be marketed and sold?

Tickets to our Celebrity Sweepstakes are marketed and sold via multiple methods in multiple mediums, including, but not limited to:

- (1) News releases sent to the traditional media, celebrities, influencers, public figures and consumers to help promote consumer contests.
- (2) Celebrity Sweepstakes graphics are posted in your staff's and volunteer's social media news feeds, blogs and fundraising pages by staff and volunteers.

What details of our Celebrity Sweepstakes fundraising campaign must be set up before we can start to raise more faster with less effort for selected Non-Profits?

Typically, our Celebrity Sweepstakes can begin to raise more faster for selected Non-Profits when the below-listed details are completed:

- (1) **Agreement.** A Celebrity Endorsement agreement between the Marketing Consultants Group, LLC and our Celebrities is completed,

(2) **Celebrity Sweepstakes Contest Application.** Local and state contest applications are submitted, and appropriate fees paid,

(2) **Grand Prizes.** Celebrity Sweepstakes grand prizes are decided upon,

(3) **Graphic Ads.** Celebrity Sweepstakes graphic ads are created, agreed upon, tested, and posted on social media sites and traditional media news and social media site.

(4) **News Releases.** Celebrity Sweepstakes news releases and other collateral materials are written, agreed upon, tested and posted on social media sites and traditional media news and social media sites.

(7) **Administration.** Celebrity Sweepstakes administrative services are set up to manage, promote and sell tickets.

A typical Celebrity Sweepstakes fundraising campaign can be set up and operational in anywhere from one to four weeks, depending on the complexity and details of the campaign.

The Marketing Consultants Group, LLC will handle all the details of our exclusive Celebrity Sweepstakes fundraising campaigns, from concept to completion.

If a Celebrity is hired by the Marketing Consultants Group, LLC to participate in and help promote our Celebrity Sweepstakes fundraising campaigns, how will they be paid?

The details about compensation and payment schedule provided to our paid Celebrities as part of our Marketing Consultants Group LLC's Celebrity Sweepstakes fundraising campaigns are agreed upon in advance.

Typically, our paid Celebrity's compensation is based on a percentage of the total amount of money raised for the selected Non-Profit.

The more money our exclusive Celebrity Sweepstakes raise for selected Non-Profits, the more our Celebrities are paid.

Celebrity compensation is delineated in the Celebrity Endorsement Agreement, approved and authorized by each Celebrity, each Celebrity's representative and our Marketing Consultants Group, LLC Executives.

What benefits are there to being hired as a paid Celebrity by the Marketing Consultants Group, LLC to participate in and promote a Celebrity Sweepstakes fundraising campaign for a selected Non-Profit?

Our Marketing Consultants Group, LLC has guidelines regarding selected Non-Profits we will help raise money. Our reputation is of importance to us and you.

We employ Independent Counsel and a Certified Public Accounting firm to help decide on and approve our Celebrities and Non-Profits, to insure all are in compliance with all state and federal regulations.

In addition, they monitor fundraising activities to ensure each fundraising campaign meets the guidelines of each state's laws for Non-Profit fundraising and highly-perceived-value consumer contests.

Our independent legal professionals are also involved in approving our Marketing Services Agreements with Non-Profits to ensure that we are all in compliance with all Federal, state and local rules and regulations.

[How did Ronnie Schmidt start help raising more with less effort for Non-Profits?](#)

Ronnie has advised and helped raise funds for Morningstar Fishermen, AKIM U.S.A., The Salvation Army, and Pi Kappa Alpha for Penn State's THON.ORG, among others.



"In 2015, while visiting Penn State, my alma mater, I learned my fraternity's brothers successfully raised funds for THON.ORG, a dance marathon fundraising event. They raffled off an exclusive, all-inclusive trip to Ireland for Penn State – UCF's football game.

But the Ireland fundraiser was one time. Next year they were stuck for a Grand Prize. I suggested a high-ticket Travel Gift Certificate. Success! The contest ended. But I asked THON.ORG's advisor, 'Why not run a contest every month, get 12 times profit?' Done!

THON.ORG's mission is to provide emotional and financial support, spread awareness and ensure funding for critical research for pediatric cancer – all in pursuit of a cure. Since 1977, Penn State students have raised over \$168,000,000 for pediatric cancer.

And then a bigger divine vision came upon me. Use our Consumer Friendly Marketing With THE WOW FACTOR, along with exclusive Grand Prizes, hire Sports Celebrities, pay them. And that's how our exclusive Sports Celebrities Sweepstakes concept began.

You're going to love the big results we help get for the Non-Profits and our Celebrities."

**HOW NEW CONSUMER FRIENDLY MARKETING WITH THE WOW
FACTOR OUTPERFORMS TRADITIONAL MARKETING.
GUARANTEED.**

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



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

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?

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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.

VI. About the Marketing Consultants Group, LLC and CEO Ronnie Schmidt



Ronnie Schmidt is a results-driven, strategic Marketing Executive. Since 1971, he and his sales staffs have been directly responsible for \$252,000,000+ in sales during his sales management career with 6 Fortune 500s including **Fram Corp., Amstar-Domino-Sugar, Inc., Honeywell, Inc. Boise-Cascade Corp., Cooper Vision Inc. and Bausch & Lomb, Inc.** He also founded **Worldwide Media Corporation** and the **Marketing Consultants Group, LLC**.

He's created Selling Systems Solutions like **Audio Home Tours Marketing Systems, Digital Signs Advertising Networks, Aerial Extravaganzas, Affordable Advertising Airships** and exclusive, new **Consumer Friendly Marketing With THE WOW FACTOR**.

How did Ronnie Schmidt start help raising more with less effort for Non-Profits?

Ronnie has advised and helped raise funds for Morningstar Fishermen, AKIM U.S.A., The Salvation Army, and Pi Kappa Alpha for Penn State's THON.ORG, among others.

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