

# Survival

*Solution! Option! Alternative! Decision! Choice! Remedy!*

## Advertising & Marketing

get

*the most scrutiny during times when companies are struggling*

Budgets have to be justified.

Return on investment has to be quantified.

Results need to be forecast.

Savings in expenditures have to be implemented.

Alternative strategies need to be tested.

### **MARKETING ADVISORY GROUP**

(offers solutions to vital advertising and marketing necessary to survive)

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Advertising & Marketing costs can be so expensive. Placing ads in newspapers, magazines, broadcast, and yes even direct mail/telemarketing can get to be a big strain on the budget especially when repeat promotions (frequency) should be an integral part of the plan.

MAG offers the Email Advertising Programs that are economical, without the excess costs that can adversely impact the budget. By selecting a customized strategy, beginning with an affordable test campaign, you can insure repeat promotions reach highly targeted responders well within *crisis budgets*.

With email still the number one new media technology, deploying your crafted message and identity offers an advertising channel directly to the personal space of an opt-in prospect, in an instant.

The key to growth and survival for any business is to have an action plan to consistently drive new customers and prospect to a decision point. The need is great for a response, via email or phone, to your offer.

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**Email targeting is more powerful than other media because it is invited.**

**Today's email messaging is a double opt in HTML powerhouse**

**A full graphics promotion with linking instantly connects a client**

**Captured by your site and encouraged to buy in one swift motion**

**Interactive reporting from start to finish.**

**No other medium can reach into personal space and make a connection**