



AgileMarketingServices.com
Make more profit using our services

Dear :



I advise my clients that the last thing they should do is advertise.

Read that again. I am not telling clients, "Don't advertise." What I'm telling them is: there are a ton of things you can do that you control yourself. Make sure you do a number of those low-cost and no-cost things, *as well as setting up a system to handle prospects*, before you give money to someone else and promote your name in or on their media.

Advertising is buying (or more accurately, renting) space in someone else's medium in order to promote your business. You can run a video on a TV channel or streaming service, run an audio clip on a radio station or in a podcast, and put text or graphics in a million different places from a website, to a digital magazine, to a billboard, or even on the side of a building.

But a lot of businesses decide to run advertisements based on a "gut feeling." Maybe it's because a competitor is running an ad, or because "everyone else is doing it." Maybe because "it's what you're supposed to do."

But before you invest money to buy advertising, you need to ask yourself a boatload of questions. Some of the main ones are -

- **Who do we want to attract?** And by that, I mean you should describe them in detail, including their demographics, psychographics, and their values.
- **What do we want them to buy now?** What do we want to sell them in the future?
- **How much are we willing to spend**, per person, to get a customer by running an ad?
- **Do we have a process in place for when they make a purchase?**
- **Do we have a process in place for when they ask a question?**
- **How will incoming responses (purchases, questions, etc.) be handled?**
- **Who is responsible for handling the responses?**
- **Who is responsible for tracking and reporting the results of the ad?**
- Once a new person buys from us, **how will we engage with them?** That is, how will we build a relationship with them, and whose responsibility is that engagement?
- One a prospect responds and becomes a buyer, **how do we move them to repeat customer, to loyal fan?**

And I haven't even touched on designing an effective advertisement! That's a totally different - and equally complex - subject.

I'm not telling you NOT to run advertisements. I'm telling you -

1. There are a lot of less expensive - and possibly more effective - techniques you can use first, and
2. You need to have a system in place to handle and engage with ad respondents

When you think you're ready to start planning your next ad, give me a call.

That's it for now. Thanks for reading my emails, .

Until next time, be well and stay healthy & happy!

Very best,

Scott Gardner

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