



## What We Do for Our Customers

We are a unique direct advertising agency and the only one in our region that specializes in supporting businesses in the building and contracting industries. Now that times are tough, it is even more important for you to successfully market your company.

We have the contacts:



Our customers think of us as “the marketing director they cannot afford to hire full time.” Since we focus exclusively on the contractors, builders, remodelers, designers, landscapers, suppliers and mortgage lenders trades, you do not have to hire a new employee or train them to know about your business. Advertising Your Way helps you learn who your customers are and who your best target markets are.

Advertising Your Way knows new media, including such things as video-on-demand and pay-per-click. We know how busy you are, and keeping up with the power of the web and the next generation of internet services is challenging. However, these sources of getting information have blossomed (just look at how presidential candidates are raising money and finding surrogates to spread the word about them). We have expertise to use the internet to its fullest for you, especially if your more upscale customers are finding most of their information online. We attend all of the area home shows and analyze the marketplace from top to bottom. We also have access to the most recent research and development reports from all of the leading trade associations.

## Why it's Important for you to Focus on Marketing / Advertising

With the hard economic times that many of your customers and potential customers are facing now that the real estate market and building industry have had a downturn, it is more important than ever that you reach potential customers and persuade them that your company is the right company for them to hire. Your improvements will make their investment even stronger!

What's more, when your current or past customers see your ads, this will help them remember you (top-of-mind) when they need additional services or when a friend, neighbor or colleague asks for a referral. That's an intangible value that you may not be able to calculate into your advertising & marketing ROI “Return On Investment”.

We understand that the best way for you to get customers is by word-of-mouth and recommendations from satisfied customers. This is true for Advertising Your Way as well. However, as you know, there is more you can do to increase and grow your business and profits, and that is why you have considered using an advertising and marketing consulting firm. We offer you intrinsic value beyond our media placement service with our strong media relations and the strategic partnerships we have developed within our network. Our team has more than fifteen years of advertising experience in the metropolitan area.

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