

Here are **6** good reasons to work with

MARKETPOWER®

Many ad agencies provide advertising services with varying specialties, expertise, and perspective.

Here are 6 good reasons why you may want to work with our unique Marketing Consultancy

1 Our unique marketing consultancy provides a seamless transition between smart strategy and award-winning creative. So you get "creative" work that really works. Work with MarketPower, and you get an ideal hybrid of specialized consulting and specialized advertising. Without the usual "disconnect" between strategy and execution. Which **helps you produce smarter, stronger marketing results...faster.** We'll work with you on strategic planning for your business, company or product positioning, or creative advertising campaign. From a project...to a new product introduction...to targeted, multi-cell versioned campaigns. MARKETPOWER delivers image, imagination, and results.

2 You Get Certified Expertise. We've worked with Fortune 500 and "Fortune 500,000," in high tech...financial...fundraising...manufacturing...industrial...publishing...health...and more. Our principal has 25 years of hands-on Strategic and Creative experience, is a Certified Direct Marketer (PDM), Certified Business Communicator (BMA), and Business Strategy consultant (OSC) — **providing unique experience which helps us discern your needs...quickly develop smart action plans...and produce pivotal results.**

3 Direct Marketing, Targeted Advertising, Integrated Communications. While most ad agencies can't deliver **Direct Marketing expertise, this focused marketing is a key specialty.** Plus, we can integrate Direct Marketing, Targeted Advertising, and sales efforts into a coordinated, synergistic plan. So your company can get targetability and impact...**maximum "bang" for your promotional buck.**

4 We Help You Sell In All Media. We help you communicate focused integrated messages to reach your marketing goals efficiently. We don't try "sell you" on one medium (that may be profitable to some agencies)...**we sell you on our recommendations, what's tactically right for your needs** — Direct Mail, E-mail, Websites, Publications, Collateral, Trade Show Exhibits, Video, TV, Radio, other media, or guerilla techniques.

5 You Get An Efficient, Custom-Made Team. Most agencies use "rainmakers" to bring in new business...but your work is done by "junior" staff to achieve cost efficiencies. Work with MARKETPOWER, and get a custom-tailored team working directly with your players. Without countless meetings, and multiple layers of account people. And there's no need to watch the clock, we're project-based. **So you don't get higher overhead ...you get higher-quality outsourced specialists, who bring you cost-effective marketing.**

6 Quality Strategic and Creative Work. Our experience has been developed at top national DM agencies, corporations across the country, and with smaller growing businesses. Uncommonly, we merge this agency expertise with exceptional consulting tools. **Providing you with smart strategy and creative firepower that helps sell products and services faster and more efficiently.** Energizing your marketing efforts.