

## Business Cards, Yellow Page Ads, And Val-Pak Coupons: What You Need To Know About Them

Today's business person is faced with many decisions when it comes to marketing and advertising. How to get started and what media to use in your marketing campaigns are just a couple of the immediate challenges. The reality is that all of the options available will work to one degree or another. The key to your success, regardless of the medium you select, is to differentiate yourself in a manner that appeals to your prospect. When you understand this, you can be successful regardless of your selection.

More often than not, people follow the generally accepted trends and styles. This happens with the clothes we wear (anyone remember Beatle Mania?), the beer we drink (what age are you?) and the way we advertise in say, the Yellow Pages. Try scanning the Yellow Pages and you will see numerous pages of similar looking business card layouts and wording. What happens is we start to subconsciously purge the look-a-likes and carry on until we see something that is out of the ordinary.

Some of the most interesting, and different, ads that I have seen appear as public service announcements. They have headlines like: Warning! Don't Even Think of Using a Travel Agent Before Calling FREE Traveler Awareness Hotline! The copy below this ad would offer free advice on how to book the best rate for your next trip. I was scanning the travel section because I was obviously interested in taking a trip and this advertisement, because it was different, caught my eye. To make it really successful it also had an 800 number at the bottom to call for a Free Report. There was no ad sponsor so the whole presentation was non-threatening. I was given a safe way to get information I wanted without having to speak directly to a Travel Agent whose will endeavor to sell me.

This same method can be used regardless of the medium you select for your advertising. It can be Yellow Pages, Business Cards and Val-Pak Coupons. The key is to use the criteria that make it different, interesting and non-threatening. Even though the principles are basic there is an art to this type of marketing.

There is a company that, over the last 12 years, has developed automated systems that allow business people to incorporate any type of marketing advertising into an overall Marketing Strategy. That company is Automated Marketing Solutions or AMS. They differentiate themselves by not only providing marketing solutions, but by educating their consumers on the proper techniques to use, including how to create the right message depending on the medium being used. It doesn't stop there. AMS provides the capability for a company to place their ENTIRE Marketing Program on Auto-pilot. Once a business marketing program (including voice messages, e-mails, faxes and other broadcast and mail out collateral) is compiled and sequenced, their Lead Management System or LMS provides the unique ability to maintain and control that program without any further human input.

The benefits to this system are significant time savings on what would otherwise be labor intensive tasks and consistency in marketing messages. It also means that businesses never need worry about losing customers who misinterpreted your lack of contact for apathy. If you would like to hear more about Direct Response Marketing and how it can benefit your business, visit Automated Marketing Solutions today. You will be surprised at how quickly and economically you can implement and start benefiting from AMS tested and proven technology and experience.

### About the Author

If you would like to hear more about Direct Response Marketing & Hotline & Website Technology and how it can benefit your business, visit [Automated Marketing Solutions](http://www.automatedmarketing.com) today.

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