

“Ok, regardless of what you may have been taught, there are only 2 reasons to advertise. And that is... to market yourself and to generate leads. If you're taking a long term approach TOP-OF-MIND marketing is the most effective. And if this is done right... quality leads is the byproduct along the way.

And as a general rule the outcome you want will depend on the strategy you decide to adopt.

Here's what I mean.

Right now there are hundreds maybe thousands of other small businesses in your local area. And all of those business owners are either using traditional methods or non-traditional methods to market themselves.

Traditional methods include newspaper ads, mass mailings, billboards, grand opening events, telemarketing and more.

Non-traditional methods are any strategies that involve online marketing like google ads, search engine marketing, and Facebook ads.

Both methods work, but they tend to be worn out in the small business marketing arena. Worn out meaning... Your competitors are doing the same thing making each of these strategies less effective and higher in cost. This makes personal marketing for your business a gambling game for you, the owner, in which you just have to be at the right place at the right time in order for them... your customers... to pick you!

Now there is nothing wrong with this path... it's just a costly and frustrating way to do business, isn't it?

Currently it may seem like you only have two choices when it comes to marketing and advertising your business.

You either do it yourself, which takes a lot of time and still a lot of money as you navigate through the endless puzzle of figuring out the online marketing game... or you can pay someone to send you the business...

which, may I say, usually ends up with these vendors pocketing a huge chunk of your profits!

But it's ok. And I want you to ...**FEEL COMFORTABLE**... because... Here's what I would do instead...

Instead of paying for the same old ads, mailing services, or online ad space that every other business owner is using... **imagine**... getting your name out to a mass audience in a shorter period of time for a fraction of the cost.

In other words, market your business to a targeted group of potential customers without waiting... and without any intrusive mailing, creepy ads that follow them online, or obnoxious telemarketing calls. How much easier would your life be?

Think about this... what if you could market your business using a method that no other business owner in your area is using.

This ensures that you don't become a commodity in the customer's eyes.

Instead, you are positioned in the best light and as an expert. So when you... **SIGN UP NOW...** and these future customers start seeing your business... they are ready and motivated, when they visit your website or place of business.

Doesn't it just make sense to be the one who stands out from the crowd? Here's how we do this for you.

Our marketing technology allows us to detect nearby mobile devices in a certain area. This area will be ideal for marketing your business, product, or service.

For example, a food truck will market to patrons at a food fair. This is all made possible by a bluetooth device called a 'beacon'.

This small unobtrusive device can be placed in a strategic location (the store or office) to detect nearby potential prospects. Its portable enough it can even be carried in someone's pocket!

The possibilities for broadcasting specials, private events, sales etc are endless! Let me show you...

A Restaurant puts a beacon on an outdoor patio...

Their Message: "Tonight only, 2 for one Lasagna or Spaghetti And Meatballs."d

Everyone within a 100 meter radius will get this notification on their cell phone!

Here's another one.

A Real Estate Agent puts a beacon in an Open House

Their Message: "Come see our Open House at 103 Davis"

And another...

A Hair Salon owner puts a beacon in the display window of the Mall Salon

Their Message: "20% off all men's haircuts today only"

Because there is no app or consent required, your message about your merchandise, service... your business **will be seen**... unlike emails that get deleted, unlike mail that gets thrown away, and unlike the online ads that get lost in the sea of other ads that flood the internet.

Listen... Isn't this what you want? You want a technology that works aggressively, yet low key and under the radar to get your name out to a large audience in the time you want.

Imagine: Being able to do what the big guys do, but in a shorter time and for less of an investment.

Let me explain...

Restaurants can pay anywhere from **\$2,000 to \$10,000** a month to have an effective online marketing campaign. Real Estate agents pay a minimum of **\$3000** to have an effective Facebook marketing campaign. And Retailers are paying **\$5000 +** for the same old strategies.

And what if you did the online thing yourself? Be prepared to pay by the click.

In other words you will pay each time someone clicks on your online ad. Now think about a less than 1% conversion rate. This means out of every 100 clicks less than 1 will convert into a paying prospect... maybe.

Which means you need a lot of clicks... which means you end up paying MORE than expected.

What about billboards? They may be effective but they can cost \$1200/mo in smaller cities and \$10,000+/mo in major metro areas.

Now what if I told you that you can get better results for \$500 per month? Wouldn't you be thrilled?

Well it's NOT going to cost your \$500. In fact, it will not even cost half that!

And, by the way, we even manage the whole thing for you. So, there's no work on your part and you can... **RELAX...** while we manage are the marketing for you, track your beacons, and offer hand-holding support... so you can put your efforts on what you do best... which is run a successful business.

Summed up, we'll broadcast your message, your promotion for the day, your coupon, your website to the mobile devices of your future customers within about a "football field's" radius for you every day, every month.

It's like having a digital billboard that targets only the best traffic!

Through the law of large numbers, what usually takes a long term investment of time with traditional advertising, you will now reap the benefits of gaining market share in the minds of thousands in a fraction of the time.

And this will give you that competitive edge to stand above the crowd, which is ultimately what you want...**isn't it?**

Ah, your investment... This is what you'll get.

- A designated beacon placed in your location of choice
- You get 24/7 mass marketing
- Customizable messages
- The ability to link to your website
- Unlimited clicks and impressions
- Unlimited campaign management
- Unlimited support

For a ridiculously low promotional investment of \$150/month!

There IS a catch... however.

Since I can't keep offering this low price, I need to make it worth my while too. In exchange, if you are 100% satisfied after a month...

We want you to give us a glowing testimonial. Once I have enough testimonials the promo pricing ends.

The only obvious decision you have to make now is... If everything made sense, when would you want to start broadcasting your message with the best tool in digital marketing today?

Go ahead and get back to us to get started.