

PRESS RELEASE

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Ready For Immediate Release

Performance-Based Marketing is Critical for Your Business!

In today's climate the measurement of marketing has become one of the most important business needs as companies face increasing pressures to demonstrate financial returns for their advertising and marketing expenditures. Media buyers and most advertising agencies are still using a spreadsheet program that only documents the statistics. They are not receiving the proper information, nor is it displayed in the proper format to help them achieve all that they can for their company's marketing campaigns.

“You can't manage what you can't measure,
and you can't measure what you don't track!”

Ogilvy, the guru of advertising, stated that just by making a change in the headline of your ad you can achieve as much as a 5 or even 10 time increase in the response. He also said that you have to fully track your advertising to know how changes affect the response. You can over double your advertising results with proper tracking!

(More)

Media buyers everywhere are getting smarter and realizing that branding alone is not the answer. Performance-Based Marketing is the way to show tangible results for their marketing efforts, and increase the growth rate of their company.

Media buyers need to be able to easily see their information and how it affects the outcome so planning becomes laser focused and thus their results become increasingly better.

For more information on performance-based marketing and ad tracking, how to use them for better results, get your free book at: www.MediaTrackerPro.com

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*“founder of the ad agency
Billboard Connection
with over 100 franchisees.”*