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Effective Advertising

Marketers today all understand that the primary purpose of any advertising is to get a response. It is to attract qualified prospects that can, by using other marketing methods, be converted to customers. It follows therefore that the more prospects that one can attract, the better the chances are that a customer base will grow. Small, medium and large companies all have to accomplish this same goal. How they achieve that goal is what differentiates the successful ones from the short lived ones.

One challenge that small to medium sized companies do have; that large companies generally do not have to contend with, is image. The large companies like Coke, IBM, Microsoft and others all have brand and name recognition. They have the credentials that make them a trusted name. Anything they have to say, we usually trust, will be worth reading, and therefore we respond accordingly. This is not the case with the small to medium companies. Fortunately there are tested and proven mechanisms that can be used to get their message in front of the people that they want it read by.

Throughout the course of our lives we have all been conditioned to respond to certain things. We respond to smiles with smiles. We respond to anger with anger. The word FREE has always been, and will continue to be an attention getting trigger. Although it is not always easy to get those interested in your product or service to contact you and leave you their contact information, it must still be the objective of all of your marketing and advertising. One of the most effective methods of achieving this objective is to offer a Free Report in your advertising material. This method works because it can be done in a non-threatening way that allows people to get access to what they want most; information that will help them deal with an issue they need to address. The Free Report requires that the prospect leave their contact information, which allows you to stay in touch, and at the same time, use other marketing tools to convert them to a customer. The report means they don't have to deal personally with an individual whose job it is to convince them to purchase, which is something that appeals to them.

There is a company today that not only has incorporated this form of marketing into their products and services but they also train companies on how to build their own special Free Reports. That company is Automated Marketing Solutions; or AMS. AMS provides a full array of marketing technology tools and processes that allow any company to deliver a comprehensive marketing program. They use many tested and proven methods including Free Reports. Their twelve years of experience in Direct Response Marketing ensures that even the beginner can quickly integrate and take advantage of the benefits of this technique. AMS also 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 manage and control that program without any further human input. The benefits to this system are significant time savings and consistency in marketing messages, in what would otherwise be labor intensive tasks. It also means that businesses never need worry about losing customers who misinterpreted your lack of contact for lack of interest.

If you would like to hear more about Free Reports and how it can help grow your business, visit Automated Marketing Solutions today. Learn at how quickly and economically you can implement and start benefiting from AMS tested and proven technology and experience.

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