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We have all grown up with certain brands and images that evoke, in some cases, nostalgia. We can all imagine dreamy summer days reaching for a cold drink from our COKE Cooler - it was red and had a white bottle cap on it. Tony the Tiger was our breakfast cereal, and Hertz was guiding our parents into the drivers seat of a brand new rental car. These were big companies with big advertising budgets. We knew their names, recognized their images and we responded accordingly. But not every business is able to make it on Image Advertising.

Today an interesting phenomenon occurs with many business people whenever they are questioned about the success of their advertising. Over and over a similar response is heard. "I have no idea. Most of my business comes from referrals. In fact most of their business is from referrals that demonstrates that once they have secured a client they treat them well. But it leaves a huge hole in their Marketing Program that must be addressed if they are to continue to grow at rates that referral business will never accommodate.

There is a definite gap between how the large companies address their market and how most of the smaller businesses must address theirs. It is important therefore to understand this delta and be able to accommodate and address it. Given the fact that not every individual contemplating self employment can benefit from a University or College degree in marketing, how can successful organizations find their way to the methods that work? If you don't have the budget to afford to advertise like a Coke, Pepsi or Home Depot how do you attract that new prospect?

The best way is to make your advertising dollar accountable to you. By this I really mean, regardless of whatever method you choose to use, every dollar spent must have a measurable return so you can validate its success. The best way for small to medium sized businesses to accomplish this is through a technique known as Direct Response Marketing. One business has actually incorporated Direct Response Marketing as a fundamental underpinning of a marketing program that they provide. What this means as a user is that, regardless of your experience or inexperience with this form of advertising, you have a mentor extremely well versed in how it operates and how best to manage it. Automated Marketing Solutions is this company.

AMS provides a full suite of marketing technology tools and processes that allow any company to deliver a comprehensive marketing program using tested and proven methods. 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. And 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 manage and control that program without any further human interaction.

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. 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.

Find out how [Automated Marketing Solutions](#) can help stretch your marketing dollar.

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