

Published based on [Arouse Emotions - Does Your Advertising Do This?](#)

Arouse Emotions - Does Your Advertising Do This?

On a daily basis, we are exposed, if not bombarded by, messages and advertisements trying to compel us, and convince us to purchase. The result of all of this exposure is that we become resistant and sometimes immune to advertising messages surrounding us. When we watch the news, listen to the radio, read newspapers or magazines; no matter what form of media, we pay attention to only those things that are of interest to us in our own daily lives. We ignore, and throw out entire sections of a newspaper; we watch only certain portions of television shows, and we either peruse carefully, or throw out the Sports Page depending on our preferences. We have been forced to become selective. Given all of this conditioning the chances of peaking anyone's advertising interest might seem small. But there are techniques available, that are effective and successful.

Here's a question that will prove that that last statement is true. Have you ever walked past a news stand and taken a quick glance at the various racks of papers available for that day? No doubt you have and when you did this I'm willing to bet that some of those papers stood out against the rest. That was not an accident on their part. Rather, it is part of a well understood and practiced advertising method.

Over the years, successful advertisers have created many techniques to get your attention. The front page of every Playboy magazine should demonstrate that fact. It's success has spawned too many other publications to count although many might not be able to lay claim to the I bought it just for the articles justification. The "Man goes out to Howl at the Moon, Sees Saucer and Little Green Men" type headlines we see in the National Enquirer magazine certainly grab our attention too. Each of these demonstrates effective ways of getting and holding our attention. Once this has been accomplished the chances start to increase that we may take the next step and read more.

Marketing research has demonstrated that there is a process that successful marketers follow to help get through the spam advertising filters that people carry around with them today. The first one, as I have already demonstrated, is to get the attention of your target audience with the Headline. Once that has been accomplished you need to elevate their interests and emotions. In the marketing world today there is one company that has actually developed a 5 step process and incorporated it into an extensive marketing program of tools and processes. That company is Automated Marketing Solutions or AMS. 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 including emotional type advertising. 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 for lack of interest. If you would like to learn more about Emotional Advertising 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.

If you would like to hear more about Emotional Advertising and how it can benefit your business, visit [Automated Marketing Solutions right now](#)

You can also find this article published on [Arouse Emotions - Does Your Advertising Do This?](#), and on the tag pages [Advertisements](#), [Advertising](#), [AMS](#), [Automated Marketing Solutions](#), [Direct Response Marketing](#), [internet marketing](#), [Lead Management System](#), [marketing](#), [Marketing Program](#), [Marketing Technology Tools](#).