

MAG's Cluster Advertising and Marketing Stimulus Programs

Community Savings On Line

A localized email campaign of 20 to 30 merchants using a cooperative advertising email reaching 30,000 to 50,000 new consumers who have given permission to receive coupons, flyers and specials hosted for the entire campaign month.

<http://www.kpsearch.com/deac.htm>

Digital Email Advertising Cooperative

A campaign for 20 to 30 selected businesses featuring individual advertising logos with links to a hosted location with a specific response oriented offer reaching 50,000 to 100,000 targeted, permission based individuals.

http://www.mag4lists.com/DEAC_Flyer.pdf

Advertising Sponsorship Cooperative

A unique opportunity for recognized organizations to sponsor local Digital Email Advertising Cooperative where the email reach to consumers is 100,000 targeted individuals. The cooperative will include 20 selected businesses of your choice that will agree to display Point-Of-Purchase collateral material for the sponsor during the campaign for the entire month.

http://www.mag4lists.com/Advertising_Sponsorship_Cooperative.pdf

Post Cards On-Line

Take existing post cards or collateral material, converting to a digital format for emailing to consumers who have given permission to receive your information. Ideal for those concerned with the increasing cost of Postal Direct Mail.

<http://www.Postcards-On-Line.com>

Birthday & Anniversary Email

Every business owner knows, the best way to get more business is thru the customers you already do business with. Now, offering an internet tool to get more business out of each of your customers while developing new ones thru Birthday & Anniversary email.

<http://www.kpsearch.com/morebusiness.htm>

Websites, Local Search Optimization, & Internet Guide

A comprehensive, affordable internet package for your business, that leaves nothing to chance. A complete interactive way to promote your products and services, by reaching the local consumers who can and will avail themselves of your business.

<http://www.kpsearch.com/kpsearch-websites.htm>

Digital Video LCD Advertising

Streaming video advertising at a hosting, high consumer traffic business, including Long Island Sports Complex, Dunkin Donuts & World Gym.

<http://www.daconcepts.tv/ourdisplay.php>

Why Direct Mail Is the Best Marketing Survival Strategy

For A Recessionary Economy

Direct mail offers powerful advantages—precise targeting, comprehensive market coverage, a wide variety of formats, long shelf life and reliable measurement.

<http://www.mag4lists.com/FindYourMarket.html>

Customer Retention Marketing

A program of options to communicate with your existing customer base through email promotions, newsletters, invitations, opinion surveys, and list management.

http://www.mag4lists.com/Constant_Contact_Products.pdf

Premiums & Incentives

Create brand awareness through customized promotional give-aways. Stay in front of your customers with unique items displaying your logo, address and contact information or show your employees your appreciation with a plaque, trophy or other incentives.

http://www.pnjpromotions.com/sale_items.html

Marketing Advisory Group

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