

30-SECOND MARKETING TIP



Why Use an Ad Agency?

An ad agency marks up production and media 15 percent or more and they don't know nearly as much about your products as you do. Who needs an ad agency?

You do. Here are three good reasons why:

1. Agencies take the burden of the production process off your hands. They make sure everything is done right and on time.
2. You generally pay the same price for media whether you use an agency or not, and they're better at media planning and buying.
3. You may know how to write a good headline, or where to contact a good illustrator, or how to spec type, judge a printer's proof, or produce a TV spot. But it's not likely you can do all those things, and do them well.

Ad agency professionals know advertising and they know how to apply it to your business.

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