



SoundADvice Testimonials

I had been sending Sound Advice to my client for over 4 years. When I first met this client, they were not in a position to market yet. I asked if he would be open to receiving a weekly gift from me to help him with marketing tips in the meantime.

That was over 4 years ago. I stayed in touch, but my main contact was the weekly Sound Advice. One day out of the blue he called me and said "Ok, I am ready and because you continued to send me the Sound Advice and stayed in touch, I want to work with you".

Today, and for the last three years, this client dominates three of our eight radio stations! They are very happy with the results and thankful for the way we continue to educate them.

-Maggie La Hue, Marketing and Media Advisor

I just wanted to take a moment to send along a note of thanks. Over the last few years, SoundADvice has become a valued tool for my team in the Ottawa market. It has allowed us to position ourselves as educated marketers who offer more to key client and prospective businesses than our competitors. It has provided us with frequent "touch points" with hundreds of business owners and marketing executives in the region.

-Mark Russett, General Sales Manager

It was the "bridge" I needed to get him to see I was there to HELP and not SELL.

Sound ADvice was a great conversation piece and Segway into getting Brad on the radio! Brad purchased a significant dollar value in marketing after 4 years of being an idle account. In addition, the next day I had another grand idea and he was thrilled to be part of that promotion too.

Sound ADvice doesn't sell radio, newsprint, TV or any other marketing medium but it does provide a positive conversational element that works to create a new dialog with your client. It also helps businesses find new success, and marketing professionals see results! Thanks, ENS Media for providing Sound ADvice!

-Michelle M. Molden Ascherman, Marketing Advisor

Exciting news! A client of mine requested your last SoundADvice "How to Leverage Your Suppliers" and I visited with her today. I geared my proposal towards the issue and sold her a SIX-MONTH contract in January! I had been working with her in small doses (selling one month at a time) and could not get an appointment long enough to discuss her overall marketing plan.

Not only will she benefit from getting more repetition that vendor support affords but the long-term agreement allows her to push listeners through the buying cycle. In addition, I can write better ads for her because the dialogue this SoundADvice opened me to learn more about what she is trying to accomplish.

-Rachael King, Marketing Specialist

