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{ CREATIVE rewards }

The employees of Creative Visions are thankful for your continued business and look forward to opening new accounts with new clients. To demonstrate our gratitude for the business we receive, we have created a rewards program for our customers. Rewards range from movie tickets to a tropical cruise. If your organization is unable to receive gifts, no worries, we are also offering to donate the value of your obtained reward to a charity of your choice. A full explanation of the program will be distributed April 1st. So keep a watch-full eye on your inbox!!

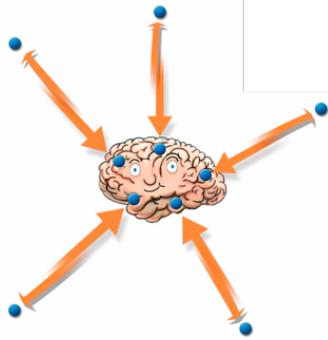


CFO's AREN'T BIG FANS OF MARKETING

In today's economy businesses across the board are tightening their books in an attempt to weather the current economic storm. CFO's are being asked to make tough decisions when it comes to the allocation of their company's resources. And many CFO's have decided that marketing dollars spent don't produce a consistent ROI, or return on investment, and therefore are cutting back on their marketing budgets. A recent survey conducted by DiMassimo Goldstein and posted on Ad Week, seems to confirm this trend. Of the 142 CFO's that were polled, 82% said that their marketing budget was either smaller than the previous year or were considering shrinking their marketing budget. That pattern of response seems to be in sync with the answers the CFO's gave when asked whether they are "confident in the job your current marketing partners are doing for you." 62% of respondents said that they were "not confident" or "unsure" in the performance of their marketing partners as opposed to only 38% who were. The good news for marketing connoisseurs like us at Creative Visions is that the majority of CFO's (72%) who responded to the survey conceded the fact that marketing is an essential function of their business. Only 10% of surveyed CFO's said that they considered marketing dollars spent "a waste." The rest responded that marketing was: "a necessity," "an investment," or "a profit center."



So what does this valuable information mean for you? It means that our focus on ROI would be well received by the 142 CFO's that were polled for this survey. We at Creative Visions are well aware of the wariness of some CFO's to spend precious resources on marketing. Most fear that their investment will not yield a high enough ROI to make the marketing initiative worthwhile. That is why we here at Creative Visions, place particular emphasis on making sure our clients see a substantial return on their investment when developing a marketing strategy for our clients. To see how seriously we take ROI please click on this [ROI LINK](#). Here you can also observe just a few of companies we have done business with, and analyze how our marketing strategy in turn yielded a substantial return on our client's investment. If CFO's can see that their marketing budgets are being spent wisely with an

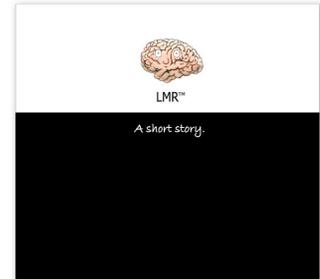


emphasis on ROI, and in turn raising the overall profits of the company, the stigma of allocating resources for marketing will cease. CFO's might not be big fans of marketing now, but after they have worked with us, they will be.

A CREATIVE WAY TO APPROACH MARKETING

All marketing initiatives have the same overall goal in mind, to sell a product or service to the public. Some marketing strategies, however, are more successful than others. Why is that? Creative Visions believes that an exorbitant amount of marketing initiatives fail because not enough research was done on the target market (i.e. twenty to forty year old males who make \$50,000+ annually or forty five to sixty year old stay at home women). This research is essential

to formulating a successful marketing strategy. Local Motivational Research (LMR™) is a unique proprietary method that allows us to hone-in on your target market and discover the hidden motivators and emotions that make your audience tick no matter how diverse their mind. Once armed with this mind penetrating information, you (or we) are able to connect your company's products or services with the discovered motivators and create want and desire for what your organization has to offer. Our executives have broken down the LMR into five distinct steps, which have been organized into a Scale of Marketing Knowledge. Click here to view this [Scale of Marketing Knowledge](#). Our company is unique in its utilization of LMR and our customers have experienced tremendous success with it. To learn more, click here if you would like to receive your [FREE LMR BOOKLET](#). Utilize LMR and watch your product or service gobbled up by your perspective clientele!



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