

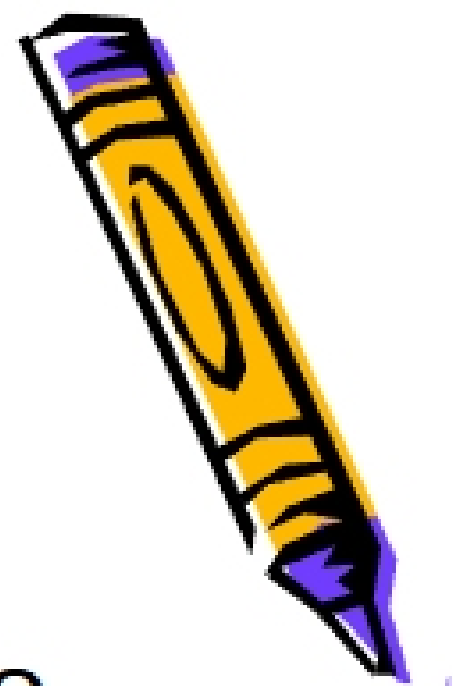


Getting Started

Advertising Strategy
(Alstiel and Grow)

Solving Client's Problem

- Every client has a sales problem otherwise they don't need to promote their products



Get the Facts + Tone of ad

- Where to look for information
 - Primary research
 - Secondary research
- Tone of ad should fit target audience

