

Satisfied Clients:

Call any of these businesses
to get a feel for how I work.

Auto Collision

Niagara Therapy

Office Concepts

Preferred Auto

Certified Alarm

The Rib Room

Do-it Best Corporation

Asher Advertising Agency

FORT WAYNE'S
ESPN
RADIO 1380

 Federated Media

Who is Art Saltsberg?

Education —

B.S. in English—Miami University

Professional Experience —

WOWO Senior Account Manager for 15 years.

Former Advertising Agency copywriter, media buyer
and account executive.

Former News Director.

Former host of WOWO SportsTalk for over a
decade.

Specialized Training —

- Center for Sales Strategy - *Customer Focused Selling; Marketing Pro; Agency Pro; Certified Digital Marketing Professional*
- Mendoza School of Business, University of Notre Dame - *Negotiations and Decision Making*

Community Involvement —

Board of Directors—Woodson/Fabini Football Camp
Past President—Fort Wayne Sports Corporation

HOW YOU CAN REACH ME

Office—260-447-5511

Cell: 260-385-2589

Fax: 260-447-7546

Email: asaltsberg@wowo.com

Newstalk 1190 WOWO

2915 Maples Road

Fort Wayne, IN 46818

 Federated Media



**Invest your
marketing
dollars more
efficiently.**

I can help.

Art Saltsberg
Senior Account Manager
Newstalk 1190 WOWO

*Let me be a part of your
marketing department.*

Look here for a marketing resource offering Ideas, Solutions and Fresh Advertising!

A businessman once said “I know half my marketing dollars are wasted. I just can’t tell you which half.”

Marketing is not an exact science, but with the right process, we can cut those wasted marketing dollars back dramatically. In fact, we can focus your investment to achieve results you may never have thought possible.

What sets me apart.

You’ve probably listened to any number of advertising salespeople talk about their product or their “hot” package. What makes me different is that I want you to do much of the talking while I listen. I need to understand your business and identify your key marketing challenges. Only then, and only with your help, can I devise unique marketing solutions that will accomplish the goals we set. Everything we discuss will be strictly confidential.

SO, HOW DO WE GET RESULTS FOR YOU ?

- ◆ We start with an in-depth, fact-finding Customer Needs Assessment, focused on the unique challenges you face daily in your business.
- ◆ Next, we apply the **Marketing Strategy Model**, a five-step process that helps us concentrate on your specific situation. Who is your primary customer? How do they perceive you? What motivates them to use your product or service?
- ◆ Together we will work on possible solutions. With your knowledge of your business, my marketing expertise and problem-solving abilities, and the support staff of Federated Media, we will be able to form a **partnership that creates results.**

ART SALTSBERG’S STRENGTHS

- **Market Research**
- **Campaign Planning**
- **Media Scheduling**
 - **Voice Talent**
 - **Copywriting**



HERE’S WHAT I ASK OF YOU.

- ⊕ Let me get involved in your business.
- ⊕ Don’t hold back. Share your problems with me.
- ⊕ Feel free to ask me anything.
- ⊕ Give me feedback. Keep me informed.

HERE’S WHAT I’LL PROVIDE.

- ⊕ Marketing ideas—not just a radio schedule.
- ⊕ Well thought out and well-crafted copy. (The message is one of the most important elements.)
- ⊕ Follow through and service. (And if you need me, call or e-mail me.)
- ⊕ Confidentiality.