

NYGAARD PROMOTIONS

Relocation guides for families planning to move to Idaho or Washington

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Hello!

I would like to thank you for allowing me to provide you and your company with one of our media packages. As you know advertising is an essential element to the growth and success of every business. We are aware that advertising in its self is a large portion of an annual budget, but it is something a business cannot do without. There are a multitude of books, magazines, and brochures, etc. to choose from. I'm sure you have asked yourself this question, what will work best for my business? To answer that question, you need to know who you are trying to reach. That's where we come in!

Nygaard Promotions specializes in assisting businesses who wish to target individuals and businesses relocating to their area. We have discovered 2 reasons for our success. First and foremost are the local real estate professionals working in your area. The board of realtors and your local real estate offices have been contacted to distribute our relocation guides. Due to the present economy we have expanded our relocation guide distributors to include participating Chambers of Commerce and Visitor Centers.

This development and our recently added Community Resource Directory has significantly increased our coverage and distribution. Our relocation guides be downloaded off the internet at anytime, increasing our exposure and the exposure of our participating businesses.

The second reason for our success is the information contained within the publication its self. One of our marketing strategies is to develop guides that are easy to read, display the right amount of advertising and contain pertinent demographic information for community concerned.

We are a small company and keep advertising simple and effective, yet affordable. As I am sure you are aware relocating can be extremely stressful. We are very selective in the advertising we solicit for our guides. A greater percentage of advertisements in our publications are related to the home buying process with products and services needed and desired within the first few months of arrival in a new community.

Nygaard Promotions takes a lot of pride in our guides and have a personal desire to see your business prosper. That is why we have been around for over 18 years. We look forward to having the opportunity to be your advertising choice.

Sincerely,

Hans LeeFlang/Director of Sales and Internet
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