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OUT WITH THE NEW AND IN WITH THE OLD  
Utilizing Local Resources for Advertising

WINSLOW, Maine- The world seems to be a technological place, where Social Media has become the business standard for advertising. A survey conducted by Sullivan Wealth Management, LLC (SWM), polled 151 local individuals recently at the 2010 Business to Business Showcase regarding use of newspapers, TV networks, and radios stations. The results may have you rethinking your online marketing strategy, and have you go back to good old- fashioned local radio, television, and newspaper advertising to capture your local audience.

According to the survey, out of the 151 people polled, 107 people are still reading and relying on the Morning Sentinel first for their local news. Valerie Sullivan, Office Manager at SWM says, "Realizing what your prospective clients are reading or watching, is a key component to advertising effectively to your target audience." The Kennebec Journal came in second with Bangor Daily, Town Line and Sun Journal following.

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For TV Networks, Time Warner Cable came in first with 95 people, then Direct T.V. second with Dish Network third. The radio audience showed, 98.5 first with 46 people then 107.9 second followed by 92.3. “Social Media is a great tool since sites like Twitter and Facebook are free, but if you are not acquiring customers, your advertising strategy may be better shifted to a source where your customer base can be reached effectively,” says Sullivan. So, go ahead, run an ad in the local newspaper. Make a television commercial, or advertise on a local radio station - that just may be the advertising campaign your business needs!

**About Sullivan Wealth Management:** Sullivan Wealth Management, LLC is an independent firm. Experienced financial advisors offer securities through Raymond James Financial Services, Inc. Member FINRA/SIPC. Operating with two offices, the main office located on 112 Clinton Avenue in Winslow, ME., and a satellite office located in Rockland, Me. Kevin Sullivan, Financial Advisor, founder of SWM, along with his wife Valerie, Office Manager, have expanded and brought on Financial Advisors, David Smith, Trish Haiss, and Nancy Schultz. Their goal, with over 56 years of experience combined, is to help restore investor confidence at every turn. Staying connected and paying attention to client with their *Financial Symphony* concept.

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