

Unlimited Ideas' Creative Director, David Cruz, has been developing sales ideas tailored to fit limited budgets for eight years. He has a passion for creating advertising strategies that show small businesses how to maximize sales through advertising campaigns and business strategies. He has developed effective promotions and advertising ideas for all sorts of small businesses and has become an expert in the field of real estate advertising. Even in a depressed real estate market, David has managed to help his clients get more leads and sell more properties than ever before.

David Cruz is proud of his work with small businesses and likes to point out one restaurant that came to him looking to increase its sales. David performed a detailed business and competitor analysis. Not only did he find great ideas to help the business grow, he also showed the company obstacles that stood in the way of success.

David showed the client how poor customer service and management, coupled with high prices and absent product promotions hampered the restaurant's ability to grow its business. By implementing a plan for better employee training, price reductions, sales promotions and business development, he helped the restaurant increase sales and grow. His sales promotions attracted new customers and his business development plans gained even more customers through client referrals and new product offerings.

David loves to hear, "That's a good idea!" from his clients and then seeing his ideas increase sales for his customers. He thinks outside the box, recognizing that the only barriers to success are those we place on ourselves. David is enthusiastic, passionate and driven, taking great pride in successful advertising and business development plans. Creative advertising is his life and being the "idea man" for his clients is the most satisfying role he can play.

Other advertising agencies spend too much time looking to push services and advertising campaigns that small businesses cannot afford. Unlimited Ideas puts the customer first and works within budgetary constraints to give small businesses the best promotion results possible with the funds available.

Unlimited Ideas looks at the sales problem and develops a sales strategy solution that

fits the client's business. The agency understands that advertising online only takes a small business so far. Instead of looking at the means, the agency looks for a specific result for a client - increased sales. Unlimited Ideas knows how to optimize ad placement to reach the audience that is most likely to buy.

Let Unlimited Ideas analyze your business and develop a plan that will take your business outside the box. Contact us today!

Unlimited Ideas offers sales strategies based on an in-depth analysis.

- Customer service – What is management's approach?
- Customer profile - Who is the target customer?
- Media analysis – Where are the customers who are ready to buy?
- Business analysis – Who are your competitors
- Product analysis – What are the feature and benefits, is pricing appropriate?
- Competitor analysis – How are you doing compared to other similar businesses?

Once this information is collected and analyzed, Unlimited Ideas gets to work on sales ideas and sales strategies for media that best target customers who are ready to buy. This can mean the Web or print media. Unlimited Ideas knows how to recognize a lead when it arises. The agency's analysis pinpoints the needs and wants of customers so that businesses can fulfill those desires, increase leads and sales.