



Introducing :

## “MarketCasting™ : An Agnostic Approach to Marketing”

Presented by Joe Zagorski,  
MarketGarden Principal

No. It’s not about religion. It’s about creating a faithful following for your business by developing marketing plans based on marketing intelligence.

Joe Zagorski, MarketGarden Principal, shares insights from his 25-year career in marketing and advertising to support the case for MarketCasting™, an *agnostic* approach to marketing planning.

“The key to a successful marketing plan is to reserve judgment until all the facts are in. Then, measure the results to avoid waste and increase returns.”

- Joe Zagorski

**This engaging 30-45 minute presentation reveals:**

- The 3 Keys to a Successful Marketing Plan
- The Value of a “Measure Twice, Cut Once” Philosophy
- The Primary Touchpoints for Effective Research
- How to Measure Your Marketing Results
- Where to Find the Best Creative Solution

See real world examples, ask questions, find inspiration, then go back to your office, fired up to build greater returns on your marketing investments.

**Please call 972-764-3536 to inquire about dates and availabilities!**



**Joe Zagorski, Principal, MarketGarden**, is a senior level marketing strategist and copywriter whose trademarked planning process, MarketCasting™, has helped numerous clients achieve measurable results in marketing communications. Joe’s 25+ years as a copywriter and creative director provide tactical leadership in bringing strategies to life. Starting in 1979, he worked for Bozell & Jacobs, Rosenberg & Company, Brownlee & Associates, and Sherrill Company, Dallas. He operated Zagorski & Williams, an integrated marketing communications firm, before forming MarketGarden in 2004. Joe has written copy for more than 300 accounts, including Verizon, American Airlines, Frito-Lay, and Nortel, having won numerous awards for creative excellence including AAF Addys, International Tellys, Clios, TOPs, and Silver Microphone Awards. Joe is on the Board of the Dallas Advertising League and earned his Bachelors Degree in Advertising from Northern Illinois University in 1979.