

CN Benton Consulting

— YOUR LOCAL MARKETING SOLUTIONS AGENCY —

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Advertising Agency Launches Unprecedented Pay For Performance Program

CN Benton Consulting is the first to offer pay for performance print, broadcast and digital marketing campaigns

Newport News, VA - August 3, 2016 - CN Benton Consulting, a direct response focused marketing agency, announces the launch of Benton Select: a pay for performance advertising program that allows businesses to run print, TV, direct mail and digital ad campaigns risk-free. This is the first time that a traditional advertising agency has offered marketing campaigns strictly on a value-based purchasing model.

Targeted toward sales organizations that focus heavily on direct response marketing, Benton Select will accept businesses on the basis of the quality of their product, vision for future growth and CN Benton's assessment of their goals.

"We are looking to add a select group of industry-leading businesses that may have struggled to keep up with the changing marketing trends," said Christopher Shenk, President of CN Benton Consulting.

Benton Select is open to medium-sized business owners across the United States so they can comfortably test expertly crafted new concepts, without having to risk investing large sums of money on ad campaigns with no guaranteed return on investment.

"We've developed marketing plans focused on efficiency and conversion for years, yet one of our biggest challenges is getting clients to invest in new marketing concepts or ad media, despite our strong belief in their viability," said Shenk. "As an Agency, our job is to present clients with things that will work well based on our data and expertise, therefore we developed this program to take on any risks so clients are more willing to experiment."

CN Benton piloted the program with a handful of clients for a full-year with excellent feedback and results. Benton Select has proven to simplify the process of proofing, creating new ads and artwork, as well as cut out the delays in reacting to new opportunities that pop up.

"The clients loved it because they understand our only goal is for them to make money," said Shenk. "We have been able to find success for clients in media forms they would have never invested in otherwise, and that is probably the biggest benefit for them."

About CN Benton Consulting:

CN Benton Consulting is a comprehensive advertising and marketing agency focused on direct response campaigns for sales organizations across the country.