

Universal Solutions MMP

A photograph of two men in dark blue suits and ties shaking hands. The image is semi-transparent and serves as a background for the text.

MEDIA BUYING: DIRECT

USMMP agency partner is one of the largest media buying agencies in the U.S.
with over 600 million in buying power in traditional, direct response + digital media

EFFECTIVE RADIO COMMERCIALS

From the creative process, of knowing your goals and how to get you there with the right message, and putting you in front of the right audience. We can produce memorable branding jingles to hard-hitting direct response copy.

From your local stations, to regional to national campaigns, let us put together a plan for your success.



TV Ads

Our TV ad agency can place many different types of campaigns.

Branding and promotions is the typical types of ads that are placed, based on your audience, we can place local, regional and national campaigns on Broadcast as well as cable channels. From small niche outlets to broader audiences, our targeting can deliver the right message to the right audience at the right time.



Direct Response - Radio + TV

Direct response advertising is getting a person to respond directly to your Ad by driving them to call or go to a specific website to order or to get more info right then. Done right this can be the best way to advertise because you pay on a per-lead or per-sale basis and share your success with the TV and Radio Stations that air your commercials. Tracking systems with checks and balances are put in place so every sale or lead is accounted for.

Direct Response Advertising for radio and TV is for short form commercials (: 30, :60. and 120 Second Spots) or long form commercial also known as an infomercial to fit into a 30 minute block of time,



Direct Response Print

National Print Advertising on a per-inquiry basis from newspapers to national magazines to specialty brochures.

We run a test to see which copy, and price points get your best response rate then we establish the cost per lead or sale to make this a win win situation

Contact us with your product or service and we can discuss all your possibilities



Digital Media Planning:

At USMMP, we place your Digital Media and plan for your distribution and driving traffic to your or landing page with your video or your infomercial or your webinar .



PROGRAMMATIC MEDIA BUYING: AUTOMATING THE DIGITAL MEDIA BUYING PROCESS



Thank You

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