



Zero Ad Spend Casey Advertising Reveals "The H.A.P. Program"

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Rhode Island based Casey Advertising is pleased to announce the launch of their new Hidden Assets Program (HAP). The program is uniquely designed to help businesses revive past clients, lost leads and prospective assets hiding in plain sight within their databases without any additional advertising spend. The H.A.P. hidden assets program system is designed to engage with the business's current database and apply their database reactivation and nurture program. More information regarding can be found on their main website, which also contains the digital agency's contact details for those who wish to work with them.

Founder Mark Casey commented, "Platforms like Facebook etc, are great for lead generation and many ad agencies are able to acquire leads but never manage to turn those leads into actual consultations and appointments. This results in marketing and advertising agencies having a high client turnover rate. We aim to eliminate the problem of no follow up lead nurturing which leads to no shows and missed appointments, with H.A.P. leading the charge. Clients have been really excited with the results they have received and best of all with zero advertising spend. What's not to like, right?"

On average, Casey Advertising finds clients with CRMs (Customer Relationship Management Systems) and

databases and turns those sleeping and inactive missed opportunities into appointments for them without any advertising costs at all. These are actual appointment shows and the only responsibility left to the client is to work the sale opportunity on their end. The program has the potential to boost appointment bookings and increase show rates greatly, presenting a unique twist to the normal service offerings advertising and lead generation agencies are currently offering the market place. While the vast majority of digital agencies can get leads for their clients, they usually cannot go any further. Once a lead is created, one needs to contact the prospect as soon as possible, but these leads are typically handled quite badly on the clients end or in many cases not followed up at all.

The program allows companies to achieve results without any additional costs or extra effort from their own staff. Clients are freed up and usually save dozens of hours a week in manual follow up efforts once they get started, and this is vital since the agency's goal is to put money back into the hands of their clients within a week. Companies interested in taking advantage of this opportunity may get in contact with Casey Advertising to learn more.

Those who find themselves overwhelmed with the endless chaos that is business marketing are encouraged to apply for a 15 minute consultation. The agency has achieved an extremely high rate of success helping companies and individuals drastically reduce the money they waste on advertising and instead invest that money into their business. Where they might normally end up spending hard earned money on marketing campaigns that yield poor results, Companies can get the most out of their outreach and advertising campaigns and turn those old leads and customers, no matter how insignificant, into an opportunity for significant growth.

Essentially, this strategy is perfect for any service professional that needs a physical location to perform their services. In order for this strategy to work, the business needs to have been in operation for more than two years

As part of their effort to promote the new H.A.P. program, the agency offers free consultations to businesses that apply via their website.

Mark Casey went on to say, "If your business relies on appointments at a physical location and you have a database of contacts, old customers or no shows for appointments and you have been in operation for a minimum of 2 years we may be able to help you out."

For more information on the new Hidden Assets Program and on Casey Advertising's methods of lead generation and nurturing programs, visit the following link: [Database Reactivation](#) to learn more.

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For more information about Casey Advertising, contact the company here: [Casey Advertising](#) Mark

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