

# myweeklymarketing.

**Janice Hostager:** 0:04

I'm Janice Hostager. After three decades in the marketing business and many years of being an entrepreneur, I've learned a thing or two about marketing. Join me as we talk about marketing, small business and life in between. Welcome to My Weekly Marketing.

**Janice Hostager:** 0:34

Have you ever felt compelled to make a purchase? Who hasn't right? Maybe it was after watching a video or a webinar, or seeing something that somebody else was wearing and it was something that you just had to have. Chances are some form of consumer psychology pulled you in. Truthfully, psychology is something that we all use every day. Even from childhood. We learn that if we share our toys or help others, they're more likely to share theirs too. That's reciprocity. Or, in our teen years, we mimic the behaviors of others around us and it influences us. That's how I got in trouble in high school for getting an additional piercing.

**Janice Hostager:** 1:07

Avoiding psychology and marketing is nothing new. Of course, we need to adhere to ethical guidelines and avoid tactics that could exploit others, but, truthfully, persuasion in psychology is baked into marketing. My guest on the podcast today loves to talk kinetic about this as much as I do. Adam Ortman is an author, a president and founder of Kinetic319, which is a marketing and advertising agency headquartered in Denver, Colorado. As a consumer psychologist, Adam navigates the thrilling intersection of media, technology and analytics. He's collaborated with dynamic brands such as United Health Group, Nike, American Express, Kellogg and many others. Adam talks about what we need to know, as small business owners, about applying consumer psychology in our own businesses. Here's my talk with Adam. Hey, welcome to the show, Adam.

**Adam Ortman:** 2:02

Thanks, Janice, how are you?

**Janice Hostager:** 2:04

I'm doing well. I love that we're talking about the intersection between business and psychology, and I am a true marketing nerd and it's a big reason why I got into marketing to begin with. But how did you get into marketing psychology and consumer behavior?

**Adam Ortman:** 2:23

I am obsessed with consumer psychology and behavior and, honestly, if I didn't think that it would truly exhaust me and probably put me in the grave, I would probably be a PhD in it. But no, I do love it. I love how it allows us to understand theory of behavior, but with marketing, we actually get to see it in practice and, honestly, there's not a lot of sciences and the personal sciences that allow us to do that. And I am right there with you. I'm a big marketing nerd and I love it.

**Janice Hostager:** 2:57

That is interesting because I've never thought about that.

**Janice Hostager:** 2:59

But really marketing is a sort of a laboratory for psychology in a way.

**Adam Ortman:** 3:09

And if your brand is not testing in any way shape or form in regards to your website, or in regards to what words you're putting on your advertisements, or maybe a person versus a product, those are actual psychological signals that you're testing in real life, and I think that so many businesses are doing it today and they're not actually realizing that they're doing it.

**Janice Hostager:** 3:28

Yeah, that is interesting because I've never thought about it in that way before. So did you just wake up one day and say this is where I want to be? Or it's like how did you get here, is it? You know, running an agency and all the things.

**Adam Ortman:** 3:42

Do you want to know a very embarrassing story?

**Janice Hostager:** 3:44

Oh yes.

**Adam Ortman:** 3:46

The movie What Women Want with Mel Gibson. Have you seen it?

**Janice Hostager:** 3:49

Yes, yes.

**Adam Ortman:** 3:51

So What Women Want?

**Adam Ortman:** 3:52

He is an advertising executive and he is pitching Nike and in the movie he is known to be kind of this man's man, you know, sports liquor type of advertiser, and he has to really change his whole life and perspective and really the movie is about him learning the inner thoughts of women around him in the world and this actually helps him in his pitch because he's pitching not only Nike but Nike women's division, and the journey that he takes and ultimately the pitch that he does at the end of the movie to the heads of Nike.

**Adam Ortman:** 4:30

Um, it was me watching that movie and I said that is what I want to do with the rest of my life. And it was that when I started getting my bachelor's in Marketing, my master's is in communications with an emphasis in consumer psychology and you know I started very early on in agency world and I started, you know, when I was 18 in Southern California. My first agency job before Google was even the Google that it is today. And ever since then I've been baking real consumer behavior and consumer psychology into marketing, ever since.

**Janice Hostager:** 5:08

Very, very cool. So I just want to clarify something here. I feel like it's kind of the elephant in the room. When we're talking about marketing psychology or consumer psychology, we're not talking about evil subliminal messages hidden in an ad or a drink, Coca-Cola, words flashed on a movie trailer right, we're talking about like the sort of psychology that we use every day without even realizing it.

**Adam Ortman:** 5:36

You're absolutely right. You're absolutely right and honestly, I think that it's really best practice for brands to think about this because, to your point, it's not about the annoying pop of that, it's not about you know, the strobing subliminal message. It's not about that. It's really it's about a brand's understanding of its customer's life and understanding your customer and the degree of what does your product or service, how does it really impact your customer's life and how do you seamlessly interject or align your brand with that customer's life? And that's really where the true magic of brand and customer come together. And that is leveraging that psychology of understanding, empathy for your

customer and having a true understanding of the struggles that they may have or the motivations and priorities that they have as people, and having a true conversation between your brand and that customer. That's how I really define consumer psychology and the way that marketing should be.

**Janice Hostager:** 6:43

So we're not talking about anything that's overtly manipulative or smarmy. What we're talking about is really understanding that customer and getting to the root of where you're doing them a service, because you are providing them with something that they really want, right.

**Adam Ortman:** 6:57

Exactly, exactly, and there might be indicators right. So things that they may be searching on Google or maybe videos that they're watching on YouTube that allow brands to kind of gather information around, maybe that person might be interested in my product or service. That's also a form of consumer psychology is that you're allowing some of those activities that you're doing in the real life, or even online, and aligning those with potential indicators that you might be interested in a business.

**Janice Hostager:** 7:24

So my listeners are mostly small businesses. How can they use, now they don't necessarily have access to you know a lot of big data, although they probably have access to more of it than they realize actually? So how would you approach them about crafting

**Janice Hostager:** 7:51

effective marketing messages, using consumer psychology and consumer behavior?

**Adam Ortman:** 7:53

Of course. Well, first off, I love that your viewership and listenership is primarily small businesses, because there is not a more resourceful, hardworking person than a small business owner and people that lead small businesses. Coming from a family of five generations of small business owners, I truly can empathize with each and every one of you. You have the highest of highs in your decision to be a small business owner and you have the lowest of lows, and it is a roller coaster, but it's one that I personally would never change for myself. But I definitely empathize with all of you. But to your point about this idea of consumer psychology and audiences and things of that nature should not scare you, because even small businesses have access to this technology and this

type of theme today and I just use the word audiences and if you are starting a new business, you know, if you're looking at, you know, just maybe starting to advertise or starting to market yourself, there's a lot of really good technology that exists, even out of the box, with a Google Ads campaign, for example, trying to get your ad on Google, or even Facebook, or even Facebook. The platforms can be daunting, I truly understand that. But there's a lot of resources available. Even my own agency, Kinetic319, provides a lot of those resources. But getting those up and running on your own and leveraging audiences directly out of the box from some of these advertising platforms like Google Ads or even Meta Ads is a good place to start.

**Adam Ortman:** 9:22

Depending on who your target audience is or who your customer is, right out of the box you have, you know, types of audiences that Google provides. I'll give some examples. Like in market audiences, these are, these are basically audiences that if you say you know I'm selling shoes and Google already has an audience that says I can get your ad in front of people that are shopping for shoes in the last 30 days. So those types of audiences that are already crafted out of Google are very easy to implement into a campaign that you're running on your own for a small business.

**Adam Ortman:** 9:59

But inherently you're leveraging consumer psychology because you're leveraging the actions that are taking place on the Internet. You know they're going on Amazon or they're maybe typing in you know a certain shoe brand or whatever that may be and you're leveraging that knowledge to then inject your brand into that shopping behavior or in that shopper's journey. That is a direct example of how you can literally use what Nike is using to sell shoes. You, as a very small business owner selling shoes, can use the exact same technology, and that's where we actually just wrote a blog post about this a few months ago, about how this type of technology is really leveling the playing field for larger businesses and smaller businesses to really compete and and again align with a consumer's best product in their, in their customer journey.

**Janice Hostager:** 10:52

Yes, and I love that you brought that up, because I've been noticing that too and I really think now, granted, a small business isn't going to have the staff and and you know probably the team to put some of this stuff together, but it is all out there. And you know well, Facebook has gotten, or Meta has gotten, a little stingier with what they'll make available. In the olden days, you could go on and just really do some deep diving into your ideal customer and really find out a lot of good information about it, and with

privacy laws, that's a little tougher now. But you're right, Google Ads if you're running a Google Ad and not everybody does it's not appropriate for probably every business, but there's a ton of information out there. So let's walk us through that. How would you use the information to your benefit when you're putting that ad together?

**Adam Ortman:** 11:42

Sure, when we start with every client, we have what we call a move approach: magnify, orient, venture and evaluate, and so what we're talking about is that magnify part of our approach. And so you have to start with your audience, and so you have to start with who your customer is. You know, we build persona kind of little dashboards, little persona profiles that allow us to see what's important to them. You know where do they shop, where are they spending time online. You know how much TV do they watch. You know, do they care about being a technophile, versus do they read a lot of books? So there's a lot of different assets that you can get from understanding your customer. And small businesses can do this.

**Adam Ortman:** 12:27

I tell every single one of my clients: talk to your customers, not just about your product, not just about your service. Talk to them about their lives, because that's going to give you indicators on what your ad should look like, where you should put your ad, what words should be on your ad. You know what do they lean into. Are they really, you know, sale shoppers? They only buy when things are on sale versus they really only like expensive products. So it's a very different psychology there.

**Adam Ortman:** 12:56

So talking to your customer does not have to be this very kind of, you know, large-scale activity where you have survey data and market research. Just have a conversation with them. Even a 5% off coupon to have 20 minutes of their time is gold when it comes to understanding your customer and how that can translate into bettering your business as a whole, but also in the marketing world as well. So I always start there, Janice, in regards to getting magnification on your customer, something you should also be thinking about is what your competitors are doing. So just Googling your competitor's name, for example, are they running ads? Where are they showing up on the internet? And also, you know the Chat GPTs and AIs of the world are making a lot of this research easier, so you can ask the AI to help you pull data for your audience, for your competitor.

**Adam Ortman:** 13:57

I would say, you know, definitely do some fact checking with those types of tools, but they can be very, very useful, especially if you're on a budget, and because some of these things are free to people, they're great, great resources.

**Janice Hostager:** 14:16

Yeah, yeah, and even if you don't necessarily know, like, because you know, a lot of times people will put together a new product and they will have conversations, but with their existing clients, but maybe it's a different customer, you know, even doing some review mining, going through Amazon or other review sites or other your competitors perhaps looking at what other people have done and said about it and then go ahead and kind of get some feedback from that too. So that's great. I love that you're having that conversation, because sometimes you just really need to get behind the objections that people have too and really understand them at a deeper level, and you really can't. It's harder to do that unless you have a conversation. You don't necessarily need a whole focus group.

**Adam Ortman:** 15:06

You do not and I empathize with this topic, and it kind of just came to me as you were explaining this is when I started Kinetic319, prior to doing so, I reached out to folks in my network that I have worked at for many, many years, and these are now heads of many big players UnitedHealthCare, Yamaha, Kellogg, etc. And I was doing this research and I asked them if you changed your agency or if you brought your advertising in-house to do it yourself. What were the motivators by you doing that? Obviously, they all came with variety of answers, but there was a single thread across each of them, which was my agency does not know my business.

**Janice Hostager:** 15:51

Really.

**Adam Ortman:** 15:51

That became my differentiator when I started Kinetic319. It's still my, it's still on the website, still in all of our collateral is that we seek to be the agency that knows you're better, knows your business better than any other agency team and I we've baked in a lot of proprietary processes and things in order for us to do that. So, for example, we experience all of our, all of our clients as brands. We just signed a physical therapy brand that has franchises all over the country and all of us, including myself, made an appointment, went into the office, actually did the appointment and lived the brand. No agency is doing that today and it's been very, very fun. But that's a direct example of me

doing research, identifying a need or a niche and understanding the problem or the pain point the customer has and then adjusting your business accordingly.

**Janice Hostager:** 17:13

Okay, I have to say that's actually quite shocking that you were able to stand out with that, because with an agency, I mean that's rule number one. Know your ideal customer, you know your target market, and the fact that agencies aren't doing that it really kind of says something about agencies out there. It's really amazing.

**Adam Ortman:** 17:32

It is amazing and it was part of my founder fuel is what I call it, because it aligned very well with the reason why I went on on my own was because you have so many agencies today, especially like the big bot, the big, you know, holding company agencies, where you have so many people running campaigns and others a little bit off topic, but we're that are running campaigns or even working directly with clients that have no idea what they're selling, no idea why the brand that they're partnering with exists, why was it started? And so that is that kind of irked me in a lot of ways and really lit the fire under me to start Kinetic319.

**Janice Hostager:** 18:22

Good for you. So, switching a little bit here. How does a brand's personality, let's say it's a personal brand how does that influence consumer perceptions and decision making, and how can small business utilize that information to really develop

**Janice Hostager:** 18:40

a stronger brand personality.

**Adam Ortman:** 18:42

I love this question because brand persona and brand personality is so important because how I love to explain this with specifically small businesses is if you could build a person, a man or a woman or otherwise, to stand in front of you as your company, what would they look like? How would they talk, what would they dress as, what would they own, what would they do on the weekends? What makes them laugh? What makes them cry? Those types of questions and exercises allow you to build a personification of your brand that gives it that personality and it actually helps you in the early days, because then you can actually start to see okay, does my logo? Is it more pointed, is it more curved, is it more masculine, is it more feminine? So that type of exercise is incredibly impactful for brands, especially at the beginning, because it kind of helps you



visualize the voice, the personality and how that can actually turn itself into collateral in advertising.

**Janice Hostager:** 19:44

I'm so glad you said that, because that's something that I've struggled with forever. Because what's the saying? A jar can't read its own label. If you can visualize somebody else becoming that brand, I think that's super powerful. I might just steal that, that's okay.

**Janice Hostager:** 20:02

I'll give you credit.

**Adam Ortman:** 20:03

Please steal it. No, yeah, steal it.

**Janice Hostager:** 20:05

Well, go ahead.

**Adam Ortman:** 20:08

No, I was just going to say it helps tremendously, especially when you get further into more nitty gritty parts of your business so say you're talking about you know you've grown and you're now posting to social media multiple times a week or you're in PR, for example, revisiting that persona, that person that you've built to stand in front of you. Always go back and revisit that person because it will help you educate your staff, it will help you inform how you respond to certain scenarios. So like say, if someone responds negatively or even positively to one of your social posts, right, they write a comment on one of your social posts, how does your brand respond? And so revisiting that person that you built helps you answer some of those questions.

**Janice Hostager:** 20:58

Very powerful and we were chatting about time and time to think just prior to starting this recording and I think that would be a really powerful thing to just kind of a little exercise to give yourself before you really dive in and really define your brand for sure and, like you said, throughout the life of your business, just kind of keep revisiting that and think about that, because I may just do that this weekend.

**Adam Ortman:** 21:26

Get a glass of wine, Janice. Get a glass of wine. Start visualizing your brands. Yeah, it's incredibly important.

**Janice Hostager:** 21:33

There we go. Can you discuss the concept of cognitive biases in marketing, like confirmation bias or authority bias, something like that, and how small businesses can identify and maybe mitigate that and how that'll affect their marketing?

**Adam Ortman:** 21:52

Confirmation bias or projection fallacies are incredibly common. Still, you would think that you know you have a \$50 million company. This would not be the case, it absolutely is. So this type of thinking is all around. If I believe it to be true, it must be true. And so I watch Travel Channel TV. All of my customers watch Travel Channel TV. The worst mistake a brand can make. And so when you are thinking to yourself, you know, I, I, you know, take your, take yourself out of the equation and put your customer at the center of your equation, because it is all about them. When it comes to marketing and advertising, there are so many of my clients that we are running an ad, for example, online. This is so common and they say I have never seen it. And my immediate response is you are not our target.

**Janice Hostager:** 22:53

Right.

**Adam Ortman:** 22:55

You are not our target. If you were seeing it, I would have to question my team's ability to target your media effectively. So that type of confirmation bias or even projection fallacy of projecting your own thoughts and your own personal opinions onto a larger population like your customers incredibly common but also a very big mistake in my mind Understand your customer and then leverage that information to tailor your efforts, whether that's the conversations you're having in store or even type of ads that you're doing online.

**Janice Hostager:** 23:26

Yeah, I always recommend just printing off your persona, all their attributes, their interests, sticking it right on the wall in front of your desk. So every email you write, everything you do on their website, is geared toward them, because it's so easy to get in your own head and think well, if I like that they must as they must as well and um all the time on social media, but that's a whole another conversation.

**Janice Hostager:** 23:50

But you know, just um, just really remember that it's. I mean, there are some cases where they may. There may be some overlap, for sure, but just really understanding that individual yeah so...

**Adam Ortman:** 24:03

And also revisit your personas.

**Adam Ortman:** 24:05

So every about six to eight months, that person that you've taped up to your side of your wall, revisit them right, even maybe resurvey your client, maybe re-talk to them or even pull some data. Because there's a lot of vendors now that you can actually get a large, robust CRM list of email addresses of your customers, for example, you can actually have that profile to say this is above average, this is below average. Those types of things, different indicators, whether it's demographic or even behavioral. I always recommend between six and eight months, always just doing a quick read, glance at that persona profile, because new technology is always coming out. Macro environments and political environments and economic environments are constantly changing, so it's important to revisit those as well.

**Janice Hostager:** 24:52

Okay, so break down what you said and talk to me like I'm five with the CRM list, so tell me exactly what that would look like. So how would you go about doing that?

**Adam Ortman:** 25:01

So your CRM is your Customer Relationship Management CRM platform. These are platforms, like you know. HubSpot is probably the biggest one that everyone knows about. You can also look at Salesforce as being a CRM, or you know there's a lot of different types of these types of products. I personally love HubSpot. We even use it for ourselves. It's free to get started like why wouldn't you use something like that?

**Adam Ortman:** 25:26

It's really a place for you to collect all of your customers' information, so their name, their email address, their mailing address. You can also incorporate some of the notes that you've. You know, their transaction history. Those types of things are all things that you should put into your CRM and if you have a robust list of these customers that you've saved over time, you can actually take out all of those email addresses and work

with a vendor. We have multiple of them. Semcasting is one of them where you can, they have a lot of data that they collect basically from a variety of different sources, whether that's Amazon shopping data, IP address data, et cetera and allows you to then say this group of people index higher. I guess I wouldn't really say index if you were five years old, but they are more likely to hit certain types of criteria across varying behaviors. If they're more thrifty shoppers versus luxury shoppers or if they are late night shoppers versus early morning shoppers. There's a lot of different criteria that you can use, but that practice is very good.

**Janice Hostager:** 26:44

Okay. Okay, that does make a lot of sense, all right. So I thought it'd be fun to play a little game, and so I've been, I am going to come down with a list of marketing triggers. I'll call them psychological triggers. I don't know really what the term, the correct term, is, and have you talked a little bit about each one and maybe give us an example and define how business owners could use it? Small business owners can use it in their marketing.

**Adam Ortman:** 27:12

I can't guarantee that I know all of these.

**Janice Hostager:** 27:14

Oh, I bet you do.

**Janice Hostager:** 27:17

I think actually small businesses are probably using these already without realizing it, because they're so baked into our culture and everything. So we'll start with number one social proof.

**Adam Ortman:** 27:28

I love social proof. So all of the reviews, all the testimonials, your neighbor that's recommending your dog groomer, all social proof, so incredibly powerful and, honestly, the oldest form of marketing that exists today. So maintain it, stimulate it and, whatever you can do, use it to your advantage as a business.

**Janice Hostager:** 27:51

It's word of mouth.

**Adam Ortman:** 27:52

Your word of mouth.

**Janice Hostager:** 27:54

Scarcity.

**Adam Ortman:** 27:56

Scarcity is a very powerful tool because this is also something that goes to another topic that I really, really love, which is FOMO. So fear of missing out is also very aligned with scarcity. So, which I know, FOMO was kind of like a hashtag for many years but actually became an actual condition, a psychological condition, a couple of years ago when it was published. But scarcity is basically the inventory or the products are going to run out and I don't get one, so I need to move faster, right? So scarcity is often used within ads, like a countdown, for example, so you only have 35 minutes and 12 seconds and 11 seconds and 10 seconds before the sale is over. That's an example of scarcity.

**Janice Hostager:** 28:44

So if you're a coach or consultant, maybe launching something a couple of times a year or having a promotion a couple of times a year for a limited amount of time and people use that all the time in retail even, yeah, so just to get people to act quickly.

**Adam Ortman:** 28:59

Scarcity will always stimulate demand. That is an economic law.

**Janice Hostager:** 29:04

Yep, love it, love it, certainly used it. Authority.

**Adam Ortman:** 29:10

I mean I would absolutely favor a plumber who has many decades of certifications under their belt and the authority to conduct the service in my home versus someone, versus a painter that's never done plumbing before in his life or her life to come in and do work. So authority really just bolsters your ability to align your customer's expectation of a product and service versus your ability to provide it. So authority allows you to have that communication.

**Janice Hostager:** 29:44

And I always think authority should be established pretty fast, like in that awareness stage. Show people that you are an authority in your space before it comes across stronger. That way to me, and it's just kind of what I recommend.

**Adam Ortman:** 30:02

I always ask myself, whenever I'm talking to potentially a new client that I'm pitching, or maybe even a new business sector, why should this person believe or even listen to me or take me seriously? Those are all really good authoritative practices.

**Janice Hostager:** 30:18

Love that question. Reciprocity.

**Adam Ortman:** 30:23

I think reciprocity is incredibly important, especially in this day and age of privacy, for example, and having you know communications with your customers. So reciprocity is basically I give you something, you give me something. And so in this day of everybody wants your email address, everybody wants your data, what are you, as a brand, going to give them for it? And so that's why I'm a very big proponent of value exchange, which is really that reciprocity idea. So if you are going to ask for someone's email address, potentially add them to your newsletter or just get them into your kind of communications universe, maybe give them a 5% off coupon or a 10% off coupon. You see that a lot today and that's really idea of reciprocity, of making that relationship a bit more transactional and exchanging value in both directions.

**Janice Hostager:** 31:17

And I've noticed, because I've been in this business for a while, that it's, I think, people expect a little more now. It's not like here, take this free thing, I'll, you know, just give me your email address. People will say, yeah, I don't think it's worth my email address, you know. So I think you really have to probably step up a little more. Yeah, yeah, it does have to be valuable. Price anchoring.

**Adam Ortman:** 31:43

Ooh, this could go a couple different directions. Give me a little bit more of what you're thinking with price anchoring.

**Janice Hostager:** 31:49

So I'm thinking about maybe presenting a higher price option first, to make the subsequent option seem a little more affordable.

**Adam Ortman:** 31:58

They can also go in the opposite direction, because if you want to say, you know, come buy our dresses as low as \$15.99. But there's only one dress, that's...

**Janice Hostager:** 32:08

Gotcha, yeah. Oh, I see what you mean by that.

**Adam Ortman:** 32:11

Yeah. So price anchoring is a good strategy because it gets people on the door, right? And you're looking to be attractive in one direction or the other. So you know cheaper or maybe you know get up to. This is that type of price anchoring, get up to 75% off, right? That is an idea of price anchoring where there might be only one item that's 75% off right. It's a little bit of a smoke and beers for a lot of marketers.

**Janice Hostager:** 32:39

I've never thought about price anchoring like that. I always think of it as the way I talked about. But you're right, it goes both ways. Love it. How about personalization?

**Adam Ortman:** 33:01

It is 2025, and we know a lot about our customers. Every conversation we have should be having a degree of personalization attached to it, right? So if we know that you're going back to the example that I gave earlier in this cast, if we know that you're looking for shoes, right, we can personalize that ad to a specific type of shoe, or even just shoes in general. If you are a common customer of ours, having a personalized email, newsletter, promotions that are specific to the types of product that I purchased from you really, really important and, honestly, it just helps. It helps show your customers as a brand, that you're listening to them and it just makes that communication more powerful. So always personalize where you can and leverage the information that you have about your customers in your communications. That's really the definition of personalization.

**Janice Hostager:** 33:51

Right, and one last one.

**Janice Hostager:** 33:57

Risk aversion.

**Adam Ortman:** 33:58

Risk aversion. Oof this goes back to like Maslow's hierarchy of needs. Risk aversion is, it can go in a lot of different ways, either like your physical risk, or your recent or your scarcity example is also another one, because you want to avert your risk in not purchasing a product or purchasing a service when it was happening. So I would actually tie those two, unless you had a different example, the scarcity and risk aversion.

**Janice Hostager:** 34:26

I guess I was thinking more in terms of guarantees and warranties. Like, yeah, how do I know that I'm putting my money down and let's say you're selling a course, and what if I don't like it? Is there a money back guarantee? You know that sort of thing.

**Adam Ortman:** 34:40

Yeah, free returns, those types of things. Yeah, it breaks down those barriers of entry, especially when you're looking at, you know, a potentially high, high valued item or service. People want to know that they're getting, that they have an ability to get back their money if something doesn't pan out as expected.

**Janice Hostager:** 34:57

Yeah, right, right, well, I would say, you hit a gold star. You did very well.

**Adam Ortman:** 35:02

Oh, thank you.

**Adam Ortman:** 35:04

Thank you. Some of them were a little. I feel like I could have answered some of them better, but anyway.

**Janice Hostager:** 35:08

No no. I think you did a great job, so how can people find out more about you and your agency?

**Adam Ortman:** 35:14

Absolutely, [www.kinetic319.com](http://www.kinetic319.com). You can also follow us on Facebook, on LinkedIn, on Twitter. We're posting multiple times a week. Actually, something that's really good for specifically this audience is every week we have a Stay Kinetic Tip, and these are tips that are incredibly important if you're launching your first campaign or if you're



launching on social media, or if you're building content for yourself. You know even things to a specific setting that you can set a Google campaign to to help you optimize, because Google is always trying to make money. So Stay Kinetic Tips every week is on all of our socials, so definitely follow our socials.

**Adam Ortman:** 35:52

There's another thing that's actually launching here in the next week, which is very, very exciting. It's called the Get Moving Package. So we, as Kinetic319, we're working with you know a number of clients across industries that are typically larger in size. These are individuals that were on a monthly retainer, but we also recognize the need for small businesses that are wanting to just get started and the enormous anxiety that comes with building a campaign and setting up website, tracking and, you know, getting dashboards and analytics. I think that that is that can be very, very overwhelming. So the Get Moving Package with us, with Kinetic319, actually helps us, helps you, excuse me, put all of that together in one package and we basically hand it back to you completely built and you know that you can actually start advertising in the right way. So that's launching next week, which is very exciting, depending on when this cast goes live, but you can find that at [kinetic319.19.com](http://kinetic319.19.com) as well.

**Janice Hostager:** 36:52

All right, we will put all the links in the show notes. Thank you so much, Adam. I learned a lot and I'm guessing my audience did as well, so appreciate it.

**Adam Ortman:** 37:02

I hope they did and thank you very much for having me on.

**Janice Hostager:** 37:05

Thanks so much for tuning in today. I hope you found today's episode informative and empowering. If you enjoyed what you heard, please don't forget to hit that subscribe button on Apple Podcasts, Spotify or wherever you get your podcasts. Your support means so much to me. You can find the show notes for today at [myweeklymarketing.com](http://myweeklymarketing.com) forward slash 97, where I share the links to anything we talked about in this episode. So until next time, keep pushing forward with your marketing and making a positive impact in your business. Thanks again, see you next time. Bye for now.