

What's the marketing matrix my solution!

This press release will discuss the marketing strategies that I see. The problem with most marketing strategies is it misleading and full of hype and incomplete information.



Rockford, Illinois Aug 16, 2022 ([Issuewire.com](https://www.issuewire.com)) - THOMAS G LEDFORD & INCORPORATED DBA THOMAS G LEDFORD & ASSOCIATES has been in business for 15 years and we first started as (THOMAS TAX SERVICES) and from there change the name to (Income Tax Solutions Corporation) in 2012. We offer several service-based services to our clients. Which are marketed separately to our clients who need different services that we provide.

We offer tax preparation, coaching for tax pros, basic payroll services, business setup services, etc... Our tagline is (We are a company you can trust) Our mission at THOMAS G LEDFORD & ASSOCIATES is a targeted and simple approach to starting and growing a profitable tax business with originality, pride, and honesty

This content will discuss the marketing strategies that I see and the problem associated with them. The problem with most marketing strategies is that they are too much hype and misleading. They just don't give you the key points that a potential client or customer should know about the product or services or software upfront in order to make a true buying decision. I'm speaking as a consumer who has been on the other end of the buying decision. I had to request refunds on many occasions because the product didn't live up to its marketing message.

Using marketing integrity and reviewing the finer points

I believe in my opinion we as business owners and entrepreneurs could do a better job of marketing our products and services with a true picture of what you will actually need to make use of the product especially if its some kind of software that is marketed to help us to get a particular result from its use. As entrepreneurs and business owners you should want to hold yourself and your business to a higher standard where money is a by-product of doing business. If we take that approach we would develop amazing businesses in my opinion.

Uniquely different in the marketplace causes you to stand out

The things that we have learned or been introduced to in the way of how we can conduct ourselves and our businesses are a vital part of our success or failure when it comes to doing business in the marketplace. I'm grateful that I'm aware of the person I am and the person I want to become and working towards becoming that person one day at a time. I realize it's a daily desire and goal to work to become the man or woman you desire to become in your life for you and your children.

The landscape of our world has changed greatly and our economy is a major part of that ever-changing landscape. The internet is a tool and resource that allows us to reach people nationally and globally for personal and business reasons and really for all kinds of reasons. The internet has changed the playing field by giving hundreds of thousands of everyday people a chance to build an online business in a very affordable way. That wasn't available before the internet became available.

This article if you will is based on my experience and opinion and is not meant to cause harm or debate with anyone who has a different opinion than mine. I have an awesome role model to follow as it relates to how my mentor and coach conducts her business online and in general. She has been online for 15 years and never had a refund request or chargeback request. That's saying a lot right there on how she operates her online business.

My solution is to work hard and keep an awareness of the problem to make sure I don't become part of the problem. I will put together written content to address the problem and post a reminder of the marketing matrix issue top of mind.

I will discuss this with others to see those who have similar experiences and see the problem from my perspective.

<https://docs.google.com/document/d/1uGiVEJNOehjrKWc2oXGCMVspKG9f7SKV0HdsuaZOg0s/edit?usp=sharing>



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