

PDF: What makes CMSA unique? More importantly, how does it benefit you?

CMSA is a full service advertising & public relations agency, which means we can handle all your marketing needs in house. This gives you consistent, coordinated and cost-effective results.

CMSA has decades of impressive death care industry experience. We have worked with national death care providers, mom & pop funeral homes and just about everything in between. This unique knowledge of your industry means that when you hire us, there's no learning curve. We know what works and what doesn't. We *know* your industry.

CMSA brings great diversity to the table, which means we work with clients from many industries. This provides an edge to our clients in the death care industry because we bring fresh perspective & marketing techniques from other industries that you may not have thought of. It keeps our ideas fresh and our recommendations for you from becoming myopic.

We are experts in senior marketing. We have been speakers at national organizations such as CANA and have many published articles on effective marketing techniques. We know that you can no longer market to a 70-year old with the same message or media choices as you would to a 50-year old. As our client, we'll help you define your target audience and will use our vast research to help you most effectively market to the various segments within this fast growing and evolving senior audience.

CMSA is affordable. We provide cost-effective marketing solutions. So regardless of your company's size or marketing budget we work to maximize your dollars and bring you optimum results.

We create original campaigns, not cookie-cutter ads that you simply place your logo on. And we do it at affordable prices. At CMSA you'll receive customized creative campaigns based on your company's brand and individual marketing goals. We believe that's the way good marketing should be.

We welcome the opportunity to do business together and we are confident that we will work harder, faster and smarter than any other company you may choose. Just give us a call and we'll prove it. 727.447.3396