

# Are You Using **SPRAY AND PRAY** Marketing?

How Many Lead Sources Do You Have?

How Many Have An ROI Above 100%?

Less Than Half

Unsure

More Than Half

What Percent Of Your Marketing Budget Goes To:

Radio

TV

Print

Digital

Unsure

Is One Of These Boxes 85% Or Higher?

No

Yes

Great News! No **SPRAY & PRAY** Marketing Here! But Is Your Marketing As Effective As It Could Be? Email [Advisors@TrafficInstitute.com](mailto:Advisors@TrafficInstitute.com) To Schedule A FREE Consultation With One Of Our Advisors To Find Out.

**SPRAY & PRAY!**