

McKinney Marketing Consultant Shares Insight with ABC Affiliate Channel 8 News

MarketCrest President, Scott Berry, was interviewed by WFAA Channel 8 News as a marketing subject matter expert.

MCKINNEY, TEXAS, UNITED STATES, August 20, 2018 /EINPresswire.com/ -- Recently, MarketCrest President, Scott Berry, was interviewed by WFAA Channel 8 News as a marketing subject matter expert regarding a specific company's use of deceptive mailers in the McKinney and Anna area.

Berry runs MarketCrest, an international award winning, marketing consulting and services agency specializing in search engine optimization (SEO), pay-per-click advertising, social media marketing and website design. Scott has been involved in the advertising and direct marketing industry for 25+ years and has been a featured speaker at many local and national events throughout his career.

[The Interview](#) explored the practice of a bait and switch mailers and notices like the one in question. In this case, homeowners were complaining to police about deceptive mailers that were distributed to homes surrounding the McKinney, Texas area indicating a failed attempt to deliver a package.

However, when homeowners called the phone number on the notice to retrieve their "missed package" they became involved in a lengthy sales process for water filtration systems.

From a marketing executive standpoint, Berry discussed that campaigns of this nature are frowned upon by professional marketers and are not a good investment for companies that utilize them.

Homeowners should be aware of this tactic and not hesitate to use their resources like local media and social media to discourage companies from using deceptive practices. The next person fooled, might be a loved one or close friend.

To learn more about how companies market without relying on deceptive practices, visit the MarketCrest blog: <https://marketcrest.com/blog/>



MarketCrest, LLC is an international award winning, Marketing Consulting & Services firm specializing in client revenue growth. Simply, we exist to help our clients compete and grow... and we expect to be held accountable for their improved performance.

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