



Driving Sales

MovinAds Marketing & Signs, LLC

President - Robert Potter
Vice President - Ferdinando Bruno
Vice President of Sales - Marc Trinchillo
Operations Manager - Andrew Laskey

Success Magazine: How did you come up with the concept of MovinAds Marketing & Signs?

Rob Potter: I needed to find a cost effective way to promote new locations, rate plans, and phone pricing for our cell phone company. I learned about mobile billboards while visiting other markets and decided to give it a try. It was the most successful form of advertising we found; it was so successful I decided to start another company to help other small businesses increase their sales.

SM: What did you do prior to starting MovinAds Marketing & Signs?

RP: Prior to starting MovinAds & Signs I was in the cell phone business. Marc Trinchillo and I own Empire Wireless, an authorized agent of Sprint/Nextel. We currently operate two cell phone stores along with our business partner Lynn Wolf.

SM: How did your past work experiences contribute to your success as an entrepreneur?

RP: Many people believe owning a business gives you more freedom and more money. I have found life as an entrepreneur to be the exact opposite; I work twice as hard for half the money. The one lesson I have found useful from my past experiences, is to treat my employees the way I wanted to be treated as an employee. I feel honored to have such wonderful people working for me.

SM: What are some of the benefits to mobile advertising?

RP: Advertising is all about getting noticed. It has

become increasingly more difficult to get a customer's attention. The average consumer spends approximately 2 ½ hours per day in their car. Mobile billboards are big, moving, unusual, and unique which means they cannot be missed and people can't help but look. Mobile billboards can also be driven directly to your target market. These highly effective ads can have a specific call to action and will drive traffic to your business on the spot.

RP: MovinAds Marketing & Signs is a marketing company specializing in mobile billboards. Our goal is to create cost effective ads and signs for businesses that are looking to maximize their advertising budget. Vehicle graphics, signs, banners, business cards, brochures and apparel are just a few products we carry. As a full service printing company we can help put your business name anywhere you want, or need it.

SM: Are you able to create logos for clients who may not yet have one?

RP: We pride ourselves on learning about our clients business and helping them create an image that will make an impression.

SM: What was the most challenging aspect of the start-up phase?

RP: The most challenging aspect of our business was, and still is, getting customers to break away from the status quo. Mobile billboards are still a new concept in this area and getting the word out about their effectiveness takes time.

SM: What makes you unique in the industry?

RP: We are unique in that we spent several years trying to promote our cell phone business through typical media outlets with minimal results. Mobile billboards helped increase our business by over 300% in one year. We started MovinAds Marketing & Signs because it works.

SM: How long have you been in business?

RP: We have been operating in the Capital District for 2 ½ years.

SM: Aside from mobile billboards, what services or products does your company offer?

SM: How many people do you currently employ?

RP: We currently have five employees.



SM: What are your goals for MovinAds Marketing & Signs?

RP: Our goal is to have ten mobile billboard vehicles on the road by the end of 2009 with \$1 million in gross revenue by the end of 2010.

SM: To what characteristic do you attribute your success?

RP: I attribute my success to perseverance—I will never give up.

SM: What is the most important thing you have learned about yourself in owning your own company?

RP: I truly enjoy helping people grow their business.

SM: How do you achieve balance in your life?

RP: I fight every day to achieve balance. I have a wonderful wife and two terrific kids. My wife helps me remember what is important in life and I wouldn't come close to finding balance without her.

SM: How do you deal with adversity?

RP: I handle adversity by taking the following steps:

1. Deep breath
2. Analyzing the situation
3. Develop a plan
4. Execute the plan
5. When it falls short

(and it usually does) I go back to step 1.

SM: How has the recession affected your business? What have you done to ensure your continued success during uncertain times?

RP: The recession has really affected the advertising business. We are working twice as hard for half the money. We have been able to make it through by finding new and cost effective ways for small businesses to promote themselves.

SM: What would you like potential clients to know about MovinAds Marketing & Signs?

RP: I would like potential clients to know that we really do care about their business. We can only make our business better by helping to make their business better. There is no greater satisfaction



than helping business owners become more successful.

SM: What one word describes you best?

RP: Passionate.

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**Free production on any
Mobile Billboard Campaign
of 30 Days or more**

**MovinAds Marketing & Signs
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