

FOR IMMEDIATE RELEASE:

Internationally Recognized Marketing Expert Ryan Levesque Conducts Google Survey Finding That 67% of Americans Are Fed Up With Black Friday Retailers

Marketing luminary weighs in on how aggressive short-term sales tactics can hurt retailers' long-term outlook in 2013 and beyond.

AUSTIN, TEXAS, Nov. 21, 2012 – When it comes to pushing Black Friday sales ahead to Thanksgiving Day, Americans are fed up — at least according to the results of a recent Google Survey: “Do You Think Retailers Have “Gone Too Far” By Pushing Their Black Friday Sales Ahead to Thanksgiving Day?

Querying 1,500 Internet users nationwide, a little over 67 percent of those polled answered “yes” to that question.

What’s so significant about this latest factoid?

According to Ryan Levesque, the internationally recognized marketing expert who orchestrated the survey, this information is useful for small businesses deciding how aggressive to be in their Black Friday sales promotions, both this year and in future years. The survey suggests retailers risk alienating potential customers by starting their Black Friday sales on Thanksgiving Day, and being overly aggressive with their Thanksgiving holiday sales promotions.

This is particularly true among retailers whose core target demographic consists primarily of Baby Boomers. Among those polled aged 55-64, nearly 80 percent are fed up with the increasingly common practice of initiating traditionally post-Thanksgiving sales on Thanksgiving Day itself.

“Retailers can capitalize on this information and build goodwill with their customers by publicly announcing their refusal to initiate Black Friday sales on Thanksgiving Day.” says Levesque who heads several marketing firms, including LTP Marketing LLC (<http://www.LTPMarketing.com>). “Instead of following the “Black Thursday” trend, retailers can win the hearts, wallets, and long-term loyalty of customers by acknowledging Thanksgiving as a day to spend with family and friends, in lieu of fighting crowds and waiting in long lines.”

But that’s not all – the survey itself, when tied to other forms of market research, is an excellent tool for small businesses to gain the type of market insight that would otherwise be impossible to attain so quickly and inexpensively using traditional methods.

“Capitalizing on Google Surveys can yield useful market intelligence typically only available to large corporations and institutions with six-figure market research budgets,” says Levesque, “The survey can help determine what customers want quickly and inexpensively, providing business owners an opportunity to adjust their plans in real-time and swiftly respond to customer demand.”

A summary of the survey results, complete with charts, high-resolution photographs, and additional expert insights can be found by visiting <http://www.LTPMarketing.com/black-friday/>. The complete survey results can be seen here: <http://www.google.com/insights/consumersurveys/view?survey=uem25v5jimpnc>

About Ryan Levesque

Currently the owner/CEO of several marketing companies, including LTP Marketing LLC, Ryan Levesque has consulted for dozens of companies, is the author of three books, and has been featured by media and publishing outlets worldwide. After building his own successful information marketing empire, Levesque has developed affordable turn-key marketing systems for other small businesses in specific, targeted industries. He's available for consulting, interviews, and speaking engagements.

Contact:

Ryan Levesque
press@LTPMarketing.com
800-665-8394
###