

EZ Marketing

By Wendy King

It's been more than 30 years since a cross-border jaunt inspired Ed Zamkotowich to launch EZ Marketing.

"In 1982, we were on a trip in Grand Forks and my brother-in-law said to me: 'Wouldn't it be nice if we knew more about what was happening here before we came down?'" says Zamkotowich.

The result was the unique two-pronged approach of the iconic EZ Guide monthly cross-border shopping and travel publications which serve advertising clients by bringing travelers together with businesses in Greater Grand Forks and Fargo-Moorhead 12 times per year; Minneapolis - St Paul, Bemidji and Thief River Falls throughout the year; and the EZ Golf Guide 3 times, June through August. The guides are available in the Winnipeg Free Press (www.winnipegfreepress.com/travel), in the Youtube TV insert and the Travel section.

The Winnipeg Free Press and EZ Marketing have a solid relationship and the guides boost Saturday circulation.

Since Ed's retirement, the Manitoba-based, family-operated small business is under the leadership of his son, Dean Zamkotowich, who has brought the formerly print-only business into the digital age with their website at www.ezmarketing.ca

"Our clients get the benefit of the print version in the travel section; they also get - free of charge for 30 days - access to the Free Press digital online travel page, and they are on our website www.ezmarketing.ca," says Ed.

"Our clients appreciate the economical and effective advertising the guides provide."

Mindful of the needs of their clients and their customers, the site is a lean but informative vehicle for access to the EZ Guides.

"It's a one-stop resource when you're planning a getaway to any of our destination cities and shows current weather, highway conditions, border crossing requirements and wait times, restaurant menus, retail specials, printable coupons - even gas prices," says Dean.

Readers know to look for the guides every single month. EZ Marketing serves its advertisers well, going above and beyond the call. The company can also facilitate ad placement most anywhere in the world

"We even published during the huge flood that Grand Forks and Fargo suffered, but we didn't charge them for their ads and the Free Press didn't charge us," says Ed.

"We're really a results-driven publication judging our success on the success of the individual advertisers," says Dean.

"They run a coupon with us and when they see enough of those coupons come back, they're happy and they want to renew the ad."

Ed Zamkotowich is proud of the EZ Marketing's success and of the way his son, Dean is taking it forward.

"As long as people go to the states, I think they're going to use the guides and Dean will continue to carry it through."

