

FOR IMMEDIATE RELEASE:

Internationally Recognized Marketing and Branding Expert Kat Loterzo Conducts Google Survey Finding That Only 30.6% of Women Believe Donald Trump Truly Wants To Become President.

Marketing maven weighs in on how aggressive communication tactics can hurt the perceived authenticity of public figures in 2016 and beyond.

GOLD COAST, AUSTRALIA, March 16, 2016 – When it comes to believing in the integrity of Donald Trump’s presidential campaign, Americans are skeptical — at least according to the results of a recent Google Survey: “Do you think Donald Trump truly wants to become president - or is he running just to promote himself and his business?”

Querying 3,000 Internet users in the US, only 30.6 percent of women polled answered “yes” to that question.

What’s so significant about this latest factoid?

According to Kat Loterzo, the internationally recognized marketing expert who orchestrated the survey, this information is useful for public figures and personal brands deciding how aggressive to be in their communication tactics, both this year and in future years. The survey suggests business owners and personal brands risk alienating potential voters and customers with over-the-top messaging.

This is particularly true among businesses whose core target demographic consists primarily of Millennials. Among those polled aged 18-24, 45.2 percent feel Donald Trump just wants to promote himself / his business.

“Business owners and entrepreneurs can really digest this information and use it to their advantage,” says Loterzo, who has authored over forty Amazon bestselling books, and runs her own million dollar business (<http://www.katloterzo.com>). “Gathering information like this can determine who your audience is, and how you market to them. You need this valuable information to grow any business, no matter what industry you’re in.”

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

“Google Surveys are so underrated. Usually companies with six-figure marketing budgets can only discover the results you can get for free with Google,” says Loterzo, “You can determine very quickly what voters and customers want, all without a six-figure marketing budget. You can easily respond to customer demand – inexpensively and swiftly.”

A summary of the survey results, complete with charts, high-resolution photographs, and additional expert insights can be found by visiting

<http://www.katloterzo.com/donaldtrump>.

The complete survey results can be seen here:

<https://www.google.com/insights/consumersurveys/view?survey=74etunoeqrlfg&question=1&filter=&rw=1>

#### About Kat Loterzo

Kat Loterzo has consulted for dozens of companies, is the author of over forty bestselling books, and has been featured by media and publishing outlets worldwide. After building her own successful information marketing empire (<http://katloterzo.com>), Loterzo has developed affordable marketing education courses for other small businesses in specific, targeted industries. She's available for consulting, interviews, and speaking engagements.

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