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Businesses Must Step Up Marketing Efforts To Survive Tough Economic Climate

Six of the Easiest, Most Affordable and Effective Ways to Sell More in Tough Times

Chicago, IL March 6, 2008 – Due to forecasts of a possible recession, many organizations have begun cutting expenses and may be considering a decrease in their marketing budget. Ironically, businesses that continue to promote themselves will *pull ahead* of competitors and increase sales, while significantly decreasing the effects of a bad economy and its subsequent chain reaction.

“Especially for small to medium sized businesses, cutting expenses by downsizing marketing programs not only decreases exposure; it lessens the chances of consumers even considering that business. Now is the time to maximize marketing dollars without increasing the budget,” says David Hearld, founder and President of Profit-Tell International.

Hearld says that in order to help his clients increase sales without cutting expenses from their marketing fund, he encourages them to *reallocate* marketing dollars away from mass media advertising and focus on target marketing to existing customers. Adds Hearld, “Sell them more products and services and sell them more often. Target marketing is more affordable and costs per sale are lower. During a bad economy, that’s quite a concept. Higher sales with lower costs.”

Of the 16 marketing services offered by Profit-Tell International, Hearld recommends six programs that *offer the best return for the money* and continuously increase sales at a *lower cost*:

1. Telephone Message On Hold

When customers call, there is a window of opportunity to increase sales by promoting the products and services provided. At that **MOMENT**, callers are very receptive and are uniquely “tuned in” to hearing the information being delivered. In fact, ninety percent of callers prefer on hold messages over music only. The numbers: If just five callers are put on hold per hour, that’s more than 10,000 opportunities annually to cross educate callers about products and services using telephone message on hold.

2. Website Development and Website Design

Tweaking a website by improving keywords and search engine optimization is one of the best ways to increase sales because it does not require a site rebuild in order to multiply hits. In fact, Profit-Tell’s website design services include SEO optimization for search engines, helping businesses rank higher on sites like Google and Yahoo. Adding voice narration to websites also provides great enhancement and helps retain visitors.

3. Promotional Auto Answer

When clients call a company, they're ready to do business. Promotional auto answer addresses the call instantly and delivers custom promotional messages to every caller, helping to increase sales the moment the call is answered by a live representative.

4. Email Marketing Campaigns

The most direct route to customers is through electronic communication, which is why email marketing has become a mainstay of many marketing operations. With messages that are targeted to customers' interests and needs, and at a very low cost per contract, email marketing is one of the most time- and cost-efficient ways to assist in cutting expenses of printing and mailing, increase sales, drive traffic to your site, and best of all, acquire measurable results.

5. Promotional Envelope Inserts

Little steps like adding a coupon or promotion as a stuffer to an invoice or statement envelope is a smart way to produce add-on sales while cutting expenses from extra mailings. Plus, it will position you as not only an expert in your field; but as a company that is there to help, rather than simply generating revenue and asking them to pay a bill.

6. Utilize Web Based Presentations and Meetings

Companies must update the methods they use to educate clients about new services, products, workshops, or even instructions. Nothing is better than face-to-face meetings, but that can be expensive and impractical in some cases. Web-based meetings can be archived and used as an income stream, as a pay-per view program. Web conferencing is professional, effective and available at very low cost. Private labeling further enhances the brand of the business. Why advertise another company when branding is so affordable!

Profit-Tell International is a Chicago-based advertising and marketing firm in business since 1994, offering a complete menu of services from on hold messages, website audio, and radio commercials, to website design, website development, SEO search engine optimization, custom written newsletters, email marketing campaigns, and branded webinar and conference calling programs. Profit-Tell has provided more than 14,500 marketing programs in North America in more than 100 different industries.

For more information, call Profit-Tell International at toll free 888-366-4653 or visit our website at www.profit-tell.com.

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