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## New "Packaged" Marketing Services Make More Dollars and Sense for Businesses

*Hinsdale, IL, April 2007* – Profit-Tell International's new concept of "packaged" marketing services are giving businesses the opportunity to acquire a comprehensive marketing campaign at a lower overall cost.

The new packaged marketing services effectively spread marketing dollars over a combination of customized touch points designed to target or "touch" customers through various media. By creating uniformity in all touch points with targeted products or promotions, Profit-Tell's creative marketing approach dramatically influences customers to purchase the select items being promoted.

Profit-Tell clients are thrilled with the increase of sales and profits generated by this program. Richard Valentine, owner of several businesses in central Indiana, says, "Your marketing programs are incredible! Our product sales have increased by 50%. We had to hire additional staff to handle the new business created by Profit-Tell – great services!"

The new packaged services include any combination of newsletters, e-newsletters, press releases, talking emails, talking web pages, and website content optimization (just to name a few) for a cost of around \$300 per month.

"Most of our customers are very busy. They realize that properly marketing their company is important but they just do not have the time to do it themselves," explains David Hearld, CEO and founder of Profit-Tell. "They hire us to implement marketing programs for much less than what they expect to pay."

Profit-Tell International is a marketing company headquartered in Chicagoland, with more than 22 locations nationwide and in Canada, offering small and medium sized businesses marketing programs at a fraction of the normal cost. By focusing on target markets and products, their marketing programs have proven successful for businesses in various industries.

For additional information on Profit-Tell International services, call 630-655-3700 or visit [www.profit-tell.com](http://www.profit-tell.com).

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