

## Press Release

### FOR IMMEDIATE RELEASE

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### Marketing Offers Solution for Business Success during Tough Economic Times

*Michele Smith launches M Communications to help businesses thrive during hard-hitting times*

SACRAMENTO, Calif., Nov. 1, 2008—M Communications launches just in time to help businesses thrive during tough economic times. In fact, M Communications is starting up to meet the anticipated demand for marketing services that typically arises during recessions. Experts such as investment banker Cowen and Company looked at the last six recessions since 1950 and found that spending on direct marketing actually grew. This demand requires marketing and public relations professionals prepare to step up and provide communication solutions and tools to help businesses prosper in 2009.

Businesses that once sailed successfully under the radar and relied solely on word of mouth or referral will likely find their revenues in decline. Meanwhile, businesses that aggressively market and stay ahead of potential revenue decrease will continue to flourish. "I've kept my eye on what's happening with almost-daily bad news about the economy," said Smith. "Business leaders who continue to rely on their reputations without doing any marketing or public relations will find themselves in a financial dark hole. Businesses that aggressively market will continue to flourish."

Now is the time to invest in more marketing but do so conservatively and wisely. "Tried-and-true marketing techniques will pull business through forecasted fiscal challenges," said Smith. She also notes that when you have less money to spend you should put your marketing efforts toward retaining current customers and focus less on recruitment. She suggests leaders concentrate on relationship-building with the customers already in their address books. Marketing and PR campaign focuses should tend toward top-quality content to provide information and avoid heavy sales copy. In fact, Smith even recommends that information-driven newsletters, eZines or blogs provide greater return on investment than advertising particularly if a business sells expertise or services.

Smith is also positioning M Communications as the competitive alternative to high-priced marketing agencies. Her team of strategic partners—veteran marketing consultants, writers, editors, graphic designers, and Web developers—offer superior service at economical rates. "Most big agencies charge high prices for the exact same services I supply at competitive costs. I don't want businesses faced with diminished financial returns to have to open their war chests just to find the funds to pay for my services. I'm reasonable, flexible and ready to help.

"Right now consumers are in no mood to have some gimmicky sales technique jammed down their throats," she continued. "People want helpful information and they want to escape their problems. Many of my clients produce eZines aimed at providing tips, tricks and insights, and oh by the way, information about products that supports those ideas vs. messages that blatantly say, 'buy my product now.'"

For more information, visit M Communications at [mcommunicationsinc.com](http://mcommunicationsinc.com)

### About M Communications

M Communications, a full-service marketing, public relations and events group, provides sophisticated, highly targeted communication programs for corporate, non-profit organizations, groups and associations of all sizes. We work closely with our clients to develop marketing, branding programs, events program management and media outreach campaigns to build successful relationships that result in success. Enjoy a rewarding experience with our team of seasoned professionals, including marketing, public relations, editors, writers, graphic artists and Web developers whose superior skills and extraordinary talents guide our clients to success.