

emorfie press release

Former Avaya Exec Launches New Venture To Help Small Businesses Thrive In A Tough Economy

emorfie poised to shape the leaders of tomorrow through use of 'bite-sized' consulting services and new generation marketing techniques

Princeton, NJ, February 8th, 2010 - - Nick Panayi, formerly Vice President of North America Marketing at Avaya, has teamed up with long-time associates to launch **emorfie** - a new generation marketing consulting firm exclusively focused on helping small and medium-sized firms thrive in challenging times.

"Launching a new company in this economy makes little sense to most people, but it makes all the sense in the world to me and **emorfie**," says Nick Panayi, founder and CEO of **emorfie**. As we navigate the uncharted waters of the new economy, large and small companies alike are eager to grow once again and are engaging in hand-to-hand combat for new customers every day. Advances in web technologies and new prospecting techniques are now available and affordable for companies of all sizes - - allowing emerging companies to 'act big' and effectively compete with their larger, deep-pocketed rivals. "That's exactly where **emorfie** can help" added Panayi.

During his last State of the Union address, President Obama mentioned the words "small business" 14 times in the context of revitalizing the economy. It is clear that small business ingenuity, agility and good-old fashioned hard work is what built this economy, and what will help it come back to life again. What these businesses have now that they didn't have before, is the ability to use web-enabled marketing techniques and tools to better compete against their larger, deep-pocketed rivals - for a fraction of the price and manpower once needed.

"Whether it's the use of webinars to generate leads, viral YouTube videos to increase brand awareness and consideration or Twitter and Facebook to proactively manage customer service escalations, small companies 'acting big' are now harder to distinguish from larger, more established firms," said Panayi. As larger firms head 'down-market' in search of ever-elusive new customers, smaller companies are using 'marketing 2.0' techniques to fend them off and grow. A small company can now launch a 50,000-contact email campaign for \$250/month, run search engine ads on the world's biggest search engine for less than \$10/day, and launch a press release to hundreds of thousands of media outlets all over the world for free.

"The challenge," added Panayi, "is that having access to new and exciting marketing tools is one thing; knowing how to use them effectively is yet another". Emerging companies can't afford to spend hours on the web trying to keep up with the latest and greatest marketing practices, nor can they afford to spend limited human resources to closely manage and orchestrate the activities of multiple creative agencies working towards execution of marketing tactics.

Panayi saw the opportunity to create an agile team of marketing and strategic planning experts, who can deliver disciplined marketing planning and execution in 'bite-sized' consulting services, designed specifically for emerging businesses. "Small companies have traditionally shied away from consulting services, primarily due to fear of bloated fees and 'mission creep', where they go in for a headache and come out with brain surgery", Panayi said. **emorfie** is out to change that perception by offering fair-priced hourly-based consulting engagements that small businesses can size according to their needs, ranging from a handful of hours to help them write a marketing plan to a monthly retainer where **emorfie** acts as their outsourced marketing team.

To complete the offerings, **emorfie** has set up [partnerships](#) with a handful of best-in-breed creative agencies that help bring the customer's marketing plan to life through innovative and clutter-busting marketing campaigns. "At the end of the day, the customer gets disciplined analysis and planning, seamless execution from top creative agencies and a transparent layer of coordination, provided by **emorfie**," explained Panayi.

emorfie is born: press release

emorfie offers their consulting services in four, easy-to-understand solutions designed from the ground up to meet the needs of emerging companies with a thirst for explosive growth. The offers include:

- i. Marketscape Analysis & Competitive Profiles
- ii. Customer and Prospect Analytics and Modeling
- iii. Business Plan Development
- iv. Demand Generation Campaigns (coordinated with partners)

For additional information on **emorfie**, contact press@emorfie.com or visit www.emorfie.com.

About **emorfie**:

Headquartered in Princeton, NJ, emorfie is a marketing consulting group dedicated to helping emerging companies thrive by leveraging actionable intelligence and new generation marketing practices. The **emorfie team** of seasoned marketers and strategic planners has over 70 years of combined management and marketing experience.

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