

# emorfie press release

## **Princeton-based Marketing Consultancy Offers Risk-Free Way For Small Businesses To Begin Their Marketing “Makeover”**

*For a limited time, **emorfie** marketing consulting offers small businesses three free hours of marketing consulting to help them grow in this tough economy, using thoughtful planning and clutter-breaking marketing campaigns.*

**Princeton, NJ, July 16th, 2010** - - As the economy hints at signs of life, small businesses eager to grow again are taking a hard look at their marketing presence, and they don't like what they see!

“It has become apparent to most small business owners that relying on repeat customers and referrals alone is not enough to sustain their companies in this unforgiving economic environment.” said Nick Panayi, emorfie founder and a 20-year marketing veteran of large corporations including Compaq/HP and Avaya. “After recounting their last few unsuccessful promotions and other ill-conceived marketing tactics, many in the small business community are quick to acknowledge that they have no marketing plan, no brand strategy, and no cohesive set of messages to ensure consistency across all of their marketing campaigns.”

There are many reasons why small businesses are generally not happy with their marketing efforts. To begin with, many view marketing as an art more than a science. Small business owners tend to jump from an idea to marketing execution, without much planning while relying instead on their entrepreneurial instincts and a propensity to act quickly, based on “gut”.

“Effective marketing is not as simple as that,” explained Panayi. “Marketing takes thorough analysis, clear thinking and careful planning to make sure that you've picked the right brand strategy with a complementary set of marketing messages that will guide creative execution across all of your marketing tactics. From your website to your brochure, and to what your staff members say when they pick up the phone, ensuring that the core messages are consistent, cohesive and right-on-strategy can make or break a brand and everything around it.”

In order to help small businesses embark on a journey towards effective, lead-generating marketing efforts, the emorfie team has introduced a limited time promotion (through the end of July, 2010) where they provide an initial marketing assessment and three hours of free marketing consulting to get customers started on their marketing “makeover.”

This **emorfie** consulting promotion is entitled, “**Give Us An Hour: We'll Give You Three.**” At the conclusion of the 3-hour free consulting engagement, customers get a Marketing Assessment document that they can use to begin the marketing planning process and grow their business. No customer commitment is required as part of this promotion.

“If you like what we have to offer and see the value in our expertise, then we can discuss a deeper relationship. If not, you'll walk away with 3 hours of free consulting and a marketing assessment document that you can use as you wish in the future. We are super confident that customers will clearly see the value we can bring and will invite emorfie to help guide their marketing efforts going forward,” concluded Panayi.

For more on this promotion visit [www.emorfie.com/Win.html](http://www.emorfie.com/Win.html)

For additional information on **emorfie**, contact [inquiries@emorfie.com](mailto:inquiries@emorfie.com) or visit [www.emorfie.com](http://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.

# emorfie is born: press release

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