



Creating Strategic Advantages For Growing Companies

Press Release

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Date: November 19, 2008

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MARKETING INDUSTRY VETERAN PROVIDES INSIGHT TO BUSINESS OWNERS

Brookfield, WI – November 19 – ClearVision Strategic Marketing president, Michelle Love-Johnson, educated approximately 50 business owners and representatives on marketing planning and what the future holds for the marketing industry during an event hosted by the Brookfield Chamber of Commerce at the Sheraton Hotel in Brookfield, Wisconsin in late October.

The focus of her presentation was on growing strong companies through sales and marketing strategy integration, noting that many times organizations can benefit from non-traditional public relations and co-marketing efforts. Love-Johnson noted that retailers, nightclubs and restaurants should already be actively participating in mobile/one-to-one campaigns, which are measurable and so prevalent in other areas of the country.

The economy may be down but Love-Johnson is confident that the proper sales culture can still grow a company. She stressed the importance of keeping marketing plans flexible, making decisions based on quantitative information and noted that growth goals need to be in alignment with segmented target audiences. Lead generation was recommended to target prospective clients and Love-Johnson announced a proprietary program that provides her clients insight on their prospects' readiness to buy.

About ClearVision Strategic Marketing

ClearVision Strategic Marketing is a full-service marketing communications firm located in Hartland, Wisconsin. Founded by President Michelle Love-Johnson, the firm offers services in branding, public relations, marketing, interactive, advertising, research, and lead generation. For more information about ClearVision Strategic Marketing, visit www.clearvisionstrategicmarketing.com or call 262-391-7868.