



NEWS RELEASE

For Immediate Release

Phoenix marketing company adds promotional products to business mix

Scottsdale, Ariz., March 20, 2009 – Phoenix-based marketing and communications company, Solutions Marketing & Consulting, has added a new element to its business mix – promotional products. In addition to the marketing and communications services it has provided to organizations across the country since its launch in 2005, the company can now help businesses and nonprofit organizations with their promotional marketing needs.

The company's president and CMO, Elaine Fogel, is well known in the marketing arena as a national speaker and senior contributor to MarketingProfs, a publication distributed to over 320,000 readers worldwide, and its Daily Fix blog, rated as a Top 25 Marketing Blog. She has contributed to several marketing and nonprofit trade publications and is actively involved with the American Marketing Association and Association of Fundraising Professionals (AFP) at the international level. She is also a professional member of the National Speakers Association.

Fogel launched the company after a move to Phoenix from Toronto, Canada, where she gained extensive marketing experience working for a marketing agency and nonprofit organizations. This new foray into promotional products is the result of a newly-formed business partnership with her husband, Allen Fogel, a sales and marketing executive, who will manage the company's promotional products specialty.

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The couple plan to increase their marketing efforts to nonprofit organizations and associations across North America.

“Even in a tough economy,” says Allen Fogel, “promotional products provide the most cost-effective return on investment for any organization or business. With an average advertising cost of \$0.004 per impression, branded items represent a truly affordable marketing option for those wanting to spend less while still staying top of mind.”

Promotional products now become part of the company’s service mix that includes marketing strategy, branding, creative services, and copywriting. Elaine Fogel is a professional speaker on several topics including marketing, branding, cause marketing, nonprofit marketing, and customer service.

Solutions Marketing & Consulting LLC is a boutique marketing company specializing in nonprofit/public organizations and businesses. It focuses on marketing strategy, marketing communications, workshops and presentations, and promotional products.

Contact:

Elaine Fogel

info@solutionsmc.net

www.solutionsmc.net

602-380-7230

866-658-9933