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FOR IMMEDIATE RELEASE

New Philadelphia Region Company Reinvents the Advertising Agency and Provides a Low-Overhead, Client-Focused Marketing Solution without the Big-Agency Fees

Valley Forge, PA, April 28, 2010. In a world of personal technology, the Internet and outsourcing, is the brick-and-mortar advertising agency a model of the past? No one knows for sure, but Carolyn Frith of Carolyn Frith Marketing believes that the virtual model is more efficient and has the ability to focus better on client needs. The traditional advertising agency has high overhead that includes a full-time staff of graphic designers, copywriters, account managers, strategic managers, creative directors and more. They also have paperwork of tracking billable hours, trafficking of projects and other administrative duties. Carolyn Frith Marketing, a virtual agency that opened in February 2010, in Valley Forge, Pennsylvania. Carolyn Frith provides marketing consulting and copywriting and partners with graphic designers, social-media experts and more to round out her offering and meet clients' needs.

"With over 25 years of marketing experience, I know what it takes to manage a project and a team of individuals to create marketing campaigns that rev up sales," says Carolyn Frith of Carolyn Frith Marketing. "I work with my clients to create a profit-generating marketing strategy for them. If their needs match perfectly with my skills, I do the project myself. If not, I call on an extensive network of creative and technical experts to get the job done. This way I provide a one-stop marketing solution, morphing my company at a moment's notice to provide the best talent for a specific project."

Carolyn Frith Marketing specializes in small- to medium-sized companies, from 1 to 250 employees, who can most benefit from personalized service, lower costs and marketing teams customized specifically to their needs. "Small businesses may think they cannot afford to hire marketing agency," says Carolyn Frith. "The truth is they can't afford not to hire one. Business managers are experts at what they do— accounting, financial services, travel planning, dentistry, manufacturing and more. They are not experts in marketing and sometimes they need a fresh perspective on their business. Even medium-sized companies with an in-house marketing manager do not have the staffing to handle their busy periods. My company provides the marketing expertise without the overhead or the hassle of looking for a variety of freelance professionals."

Carolyn Frith Marketing helps with anything from marketing planning, market research and new product development to brochures, ads, newsletters, direct mail campaigns, web site content, white papers, press releases, case studies, and more.

For more information call Carolyn Frith Marketing at 610-340-0622, email carolynfrith@verizon.net, or, visit Carolyn Frith Marketing at <http://www.carolynfrith.com>.