



NEWS RELEASE

Seroka

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Scott Seroka Authors White Paper on Consumer Behavior Trends

“Marketing to Today’s Consumer” provides marketers with insight into the consumer’s mind.

Waukesha, Wis., August 18, 2008 – Scott Seroka, Vice President of Seroka, a marketing and public relations firm in Waukesha, Wisconsin has authored a white paper entitled, “Marketing to Today’s Consumer.”

Seroka’s white paper provides marketers with insight into the latest consumer trends, how the consumers interact with companies, how they make decisions and what motivates them to buy. Seroka addresses the importance of having an engaging, content rich Web site where marketers can build credibility, provide value and establish trust.

“Marketing to Today’s Consumer” was written for the marketer who needs to stay atop both consumer and business trends to help their company grow.

As powerful and significant as Web marketing is, Seroka cautions marketers from completely abandoning traditional forms of marketing such as direct mail, TV, radio and print advertising. “Consumers still watch TV, they still listen to the radio and they still page through magazines and industry trade publications.” says Seroka.

To obtain a copy of “Marketing to Today’s Consumer,” simply log on to www.seroka.com/news.

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