



NEWS RELEASE

Seroka

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Seroka Introduces Ignite Business Marketing Package

Equips newly formed and established companies with essential marketing tools at an affordable price

March 9, 2009 – Seroka, a national marketing, advertising and public relations firm, has introduced Ignite, a package of marketing tools designed to help companies launch their brands. The package, which includes the development of a logo, tagline, brochure or direct mailer, basic website and more, provides direction for business owners to begin marketing a new business or reignite an established business. With many companies feeling the effects of the down economy, Ignite provides the expertise of working with an advertising agency at a palatable monthly payment.

“With the highest national unemployment rate in 16 years, many people who have been laid off may see an opportunity to start their own businesses. Ignite provides them, as well as established businesses not utilizing a marketing program or needing to reignite their current efforts, with the basics to launch a brand presence,” said Pat Seroka, President and CEO of Seroka.

The Ignite business marketing package includes the items a business generally requires to increase awareness and communicate with its customers. Keeping the growth of businesses in mind, the affordable fee for the program is spread out over six months so as to not tie up much-needed cash flow. Following are the specific items Seroka will develop as part of this package:

- Logo
- Tagline
- Basic website
- Informational brochure or direct mailer
- Press release
- Stationery set

For more information regarding Ignite, contact Pat Seroka at 262-523-3740 or pat@seroka.com.

About Seroka

Headquartered in Waukesha, Wis., with an office in Los Angeles, Seroka is a full-service branding, marketing, public relations, strategic planning and advertising firm that serves a nationwide client base. For more information, call 262-523-3740 or visit www.seroka.com.

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