



NEWS RELEASE

Seroka

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Seroka Launches PRIME Planning to Provide No-cost Evaluations of Area Businesses' Marketing Strategies

February 10, 2009 – In response to the struggling economy, Seroka, a national marketing, advertising and public relations firm, has introduced a new program to help companies most effectively utilize their marketing dollars.

PRIME Planning (**P**ersonalized **R**eturn on **I**nvestment **M**arketing **E**valuation) involves an investigative meeting in which Seroka reviews a company's current marketing efforts, strategies, competitive challenges, goals and budget. Based on that meeting, Seroka provides a full, written evaluation along with specific recommendations. The meeting and correlating report are performed at no cost.

"We're providing this free evaluation because we know that many companies are faced with reduced marketing budgets and an increased number of options for those limited dollars," said Patrick Seroka, President and CEO of Seroka. "From traditional print, broadcast, direct mail and PR to web 2.0 strategies including social media, banner ads, interactive and email marketing, it is challenging to prioritize the best options without the right tools and metrics."

Whether a marketing budget has been reduced or sustained, it's important to evaluate strategies in order to ensure an efficient and effective use of available marketing dollars. Through this program, Seroka plans to help companies obtain the best bang for their buck. There is no cost for the meeting or evaluation, and the recommendations are not contingent on hiring Seroka.

"Companies with smaller monthly budgets ranging from \$5,000 to \$10,000 are often the most susceptible to investing a disproportionate amount of their funds into vehicles that don't offer them the best ROI. Drawing upon 27 years of experience in the advertising business, our goal is to contribute to the growth of Milwaukee-area businesses by objectively helping these companies make the right marketing choices – with absolutely no strings attached," said Pat Seroka.

For more information regarding PRIME Planning or to participate in the program, 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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