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Seroka Launches re:ignite Marketing Package *Package designed to help companies fire up their marketing efforts*

Waukesha, Wis., April 28, 2010 – Seroka, a full-service marketing and public relations firm with offices in Waukesha and Los Angeles, announces it has launched re:ignite, a dynamic, yet cost-effective way to help companies raise their brand awareness and grow their business.

Seroka developed re:ignite to provide companies with the fundamental marketing tools they need to quickly and effectively spark new interest around their brands in the spirit of winning new business.

“In tough economic times, many businesses’ marketing efforts have been stuck in neutral and financial pressures may have compromised their marketing budget, forcing them to scale back,” said Scott Seroka, Vice President at Seroka. “However, one can only run on fumes for so long. The most effective way to stay competitive, retain current customers, and win new customers is to create a strategic, multi-faceted marketing campaign. The re:ignite package is a good first step for companies who are looking to ramp up their marketing efforts quickly and breathe new life into their brand.”

Seroka’s re:ignite marketing package features several key components including website rehabilitation or update, an influential direct mail piece, a company brochure, and expert social media counsel that will provide insight on how to use sites such as LinkedIn, Twitter and Facebook as effective marketing tools.

About Seroka

Headquartered in Waukesha, Wis., with an office in Los Angeles, Calif., Seroka is a full-service branding, marketing, public relations, strategic planning and advertising firm that serves a nationwide client base. For more information, call 866-379-0400 or visit www.seroka.com.

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