



Master Strategy

Grow Profitably.

New Blog on B2B Marketing of Services Announced by MASTER STRATEGY

MASTER STRATEGY Blog a forum for ideas on business-to-business marketing of services

Ashland, OR—December 15, 2011—MASTER STRATEGY (web: masterstrategy.com), a leader in providing B2B marketing services to service-providing companies, is pleased to announce the launch of a new blog dedicated to the topic of marketing services business-to-business. (www.masterstrategy.com/blog)

The new blog will address topics such as B2B marketing strategy online (web sites, search engines, and social media); B2B lead generation to gain new customers; and B2B marketing communications in real world settings (face-to-face client meetings, trade shows, conferences and seminars)—all with a slant toward service-providing companies.

According to Susan Unger, President of MASTER STRATEGY, two other prominent topics on the new B2B marketing blog will be strategic planning and the growing trend toward outsourced marketing services.

“Successful B2B marketing strategies grow out of the company’s overall strategic plan. Especially for smaller and mid-sized firms, the challenge is not only to grow, but how to grow profitably.”

As for outsourced marketing services, Unger elaborated, “It’s a strategy that works well for many B2B service providers: convenience, time-savings, reduced costs, and better results. Similar to outsourcing IT, companies can avoid investing in every new marketing technology and the learning curve that comes with it.”

In addition to sharing its own experiences and expertise, MASTER STRATEGY is eager to share B2B marketing tools and to build a dialogue with the readers of its new blog. “We want to hear from others,” said Unger. “What have they tried? What were the results? In marketing, testing ideas and analyzing what you learn makes all the difference.”

To access MASTER STRATEGY’s new blog on B2B marketing communications for service providers, go to: www.masterstrategy.com/blog

About MASTER STRATEGY

MASTER STRATEGY is a results-generating B2B marketing agency specializing in serving companies headquartered in California and Oregon that sell services business to business. We excel at assisting professional services, technology services, financial services, and other service-providing companies that sell B2B to build customer relationships, gain new customers, and grow profitably. In addition to strategic planning facilitation, B2B marketing strategy, and B2B market research, MASTER STRATEGY offers clients the convenience and cost-savings of comprehensive outsourced marketing services.

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