

Pawsible Marketing Launches New Cost-effective Marketing Consulting Service To Help Pet Businesses.

By Leslie May

Dated: May 15, 2009

Marketing Coaching Service Package provides consistent marketing consulting and planning to help pet businesses build their business during tough economic times.

Pawsible Marketing announced today the launch of a new service designed to help small to medium sized pet businesses with inexpensive and cost-effective marketing consulting services to build their business during these tough economic times.

Pawsible Marketing's Marketing Coaching Service Package provides pet businesses with on-going and consistent marketing advice to help them increase sales, enhance customer service, and build their brand, through monthly consulting services.

"During my 20+ years in marketing, the first thing I see businesses do in a tight economy is scale back on marketing to cut costs," indicated Leslie May, president of Pawsible Marketing. "Tough times are the most important times for pet businesses to actively and resourcefully market their products and services. They only need to know how they can market their business creatively, cost-effectively, keenly and efficiently in an economic downturn to continue and build upon their success."

The Marketing Coaching Service Package will provide pet businesses with customized monthly consulting services to help pet businesses determine the most efficient, cost-effective and targeted marketing plan and strategy; how and what marketing tactics to utilize to increase sales, enhance customer service and build their brand; and how they can effectively measure their marketing activities, whether they utilize social media, blogging, media relations, promotions, contests, email newsletters, advertising, or other marketing mediums.

One of Pawsible Marketing's clients, Salina Gannon, owner of SuppliesJust4Pets.com, has been utilizing the Marketing Coach Service Package for the past three months. "Building wonderful relationships with my customers was just what I needed to, do but I didn't know how to do it well until I spoke with Leslie May, president of Pawsible Marketing," indicated Gannon. "Since working with Pawsible Marketing over the past few months my business has nearly tripled, and I have made meaningful, long lasting relationships with my customers. There is no question about who to work with when it comes to marketing your pet business."

According to the American Pet Products Association Industry Trends, pet owners are expected to spend an estimated \$45.4 billion on their pets this year, an increase from \$43.2 billion in 2008. "This is good news for pet businesses," added May. "However, as pet spending continues to increase, pet business operating costs will also increase during these tough times. Therefore, pet businesses need to market smarter to offset the increased costs they will see in other areas of their spending. Our new Marketing Coaching Service Package is an inexpensive way for pet businesses to get the marketing advice they need on an on-going and monthly basis. It's like a virtual marketing department - just a phone call away."

For more information about Pawsible Marketing's Marketing Coaching Service Package contact Leslie May, president, Pawsible Marketing, www.marketingmypetbusiness.com, by calling 317-815-1264 or via email at lmay@maymarketing.net.

About Pawsible Marketing and May Marketing, Inc.

Pawsible Marketing is an arm of May Marketing Inc., and is designed to help the pet businesses vertical with marketing to increase sales and revenue, enhance customer service and build their brand. Pawsible Marketing can help a wide variety of B2B and B2C pet businesses – nationwide, online, or brick and mortar. Since 2002, May Marketing, Inc., has helped CEOs and presidents of small to mid sized companies with a wide variety of marketing projects including social media, lead generation, blogging, brand development, marketing planning and strategy, websites, corporate and cause related marketing, communications, new product launches, promotions, contests, events and more. For more information visit Pawsible Marketing, www.marketingmypetbusiness.com, call 317-815-1264 or email lmay@maymarketing.net.

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