

## **Whittemore Forms Simple Marketing Now LLC Marketing Consultancy**

*Christine B. Whittemore Forms Simple Marketing Now Marketing Consultancy which Bridges Traditional Marketing with New & Digital Tools to Improve the Customer Experience and Build Brand.*

**April 6, 2009** - [PRLog](#) -- Kinnelon, NJ – Christine B. Whittemore, former director, in-store innovation for Solutia Inc.'s Wear-Dated® carpet fiber, proudly announces the formation of Simple Marketing Now LLC, a marketing consultancy focused on bridging traditional marketing with social marketing to improve the customer experience and build brand.

Simple Marketing Now focuses on basic and simple solutions to common marketing problems, in place of the complex and expensive solutions traditional marketing offers. “These simple social media based solutions reach the customers that matter in a new and more efficient way, with messages that are inherently of interest, authentic and valued,” says Whittemore, chief simplifier of Simple Marketing Now, who has implemented these solutions in her Wear-Dated roles, and understands their relevance for brand building in traditional businesses.

As a result of numerous presentations on the subject since 1998, through her marketing blog, Flooring The Consumer [<http://FlooringTheConsumer.com>] – launched in June 2006 and featured in the Advertising Age Power 150 Marketing Blogs – and in Floor Covering Weekly where she is a columnist, Whittemore has also established herself as an expert in marketing to women and the retail experience. She serves on Hanley-Wood's Surfaces Education Advisory Council.

Whittemore is the mastermind behind the launch of the redesigned and social media friendly Wear-Dated website and companion Carpetology Blog, applying her knowledge of new and digital tools to the traditional carpet fiber category to improve the carpet consumer's experience and strengthen the Wear-Dated brand online.

“We forget how difficult categories like flooring and carpet are for consumers to make sense of,” says Whittemore. “Particularly in this environment, consumers are determined to find the information they need on their terms, starting at an Internet search window. The more relevant and credible the information we provide them with is, the more we improve their overall experience and the more likely they are to buy from us.”

For more information about Simple Marketing Now LLC, contact chief simplifier Whittemore at [CBWhittemore@SimpleMarketingNow.com](mailto:CBWhittemore@SimpleMarketingNow.com) or visit the Simple Marketing Now website [<http://SimpleMarketingNow.com>] and companion weblog & newsroom – Simple Marketing Blog [<http://SimpleMarketingBlog.com>].

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About Simple Marketing Now LLC: Simple Marketing Now is a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build brand.

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