



SYNERGY
MARKETING GROUP, INC

A Certified Woman-Owned Business Enterprise (WBE)

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**Marketing Firm Offers Free Marketing Planning and Budgeting Help
to Indianapolis and Dallas Companies**

INDIANAPOLIS and DALLAS – (January 25, 2010) While marketing is frequently the first line item trimmed during the budgeting process, industry expert and CEO of Indianapolis-headquartered Synergy Marketing Group, Marc Zucker, ascertains that operating a business without a marketing plan and associated budget can actually cost the organization much more in the long run. “Companies that don’t establish a marketing budget actually spend more money on marketing annually than they would otherwise but they don’t see a corresponding increase in value because they typically spend with no strategy to guide the investment,” he said. “In the end, businesses can’t afford to do marketing *without* a plan and budget.”

Zucker contends that without a marketing plan and a marketing budget, businesses are extremely vulnerable to impulse decisions that don’t generate results. “Think about how many vendors call or e-mail with compelling offers (printers, advertisers, event promoters, list resellers, etc). Add to these solicitations, well-intended marketing suggestions from your employees and peers,” he asked. “Without a plan in place, how can you possibly ferret out the good marketing investments from the fad? You can’t. You end up conducting many disjointed marketing tactics that have no common goal.”

Zucker advocates for benchmarking, setting quantifiable goals, developing strategic plans (with associated budgets) and establishing measurement systems before a company begins actively marketing. He recommends businesses allocate about 15 percent of their annual marketing budgets developing metrics-based plans and systems to track results. “By earmarking resources upfront to develop plans, track results and manage the budget, you can actually calculate a return on investment for nearly every marketing initiative. You know what works and what doesn’t.”

In February, Synergy is offering complementary marketing assessments to companies that need help developing marketing plans and budgets. To schedule an assessment, e-mail the marketing agency’s CEO, Marc Zucker (marc@synergy-mg.com) or call 888-284-0555 ext. 221.

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About Synergy Marketing Group, Inc.

Synergy Marketing Group is one of the industry's top marketing firms in Indianapolis and Dallas/Fort Worth, Texas. The agency also is known as one of the most experienced public relations (PR) firms in the Indianapolis and Dallas/Fort Worth Metroplex markets. Our team of marketing and public relations specialists provides strategic counsel and hands-on support to help our clients generate awareness, build credibility, create demand and meet revenue objectives. We leverage quantifiable marketing processes and proven best practices to deliver measurable results. Synergy differentiates itself through our partnership approach, dedication to client satisfaction, culture of accountability, and commitment to quality and excellence. Synergy is a certified Women-owned Business Enterprise (WBE). We offer the following services: advertising, strategic marketing, brand strategy, corporate communications, event planning, lead generation, market research, public relations, media relations, custom Web site development and search engine optimization. To learn more about the firm, please call 888-284-0555 or visit <http://www.synergy-mg.com/>.

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