



NEW MARKETING COMPANY FOCUSED ON MANUFACTURING AND INDUSTRIAL COMPANIES

Windsor, Connecticut, October 29, 2008 – Manufacturing and industrial companies looking to maximize their marketing dollars now have the option of working with a company that understands their needs and speaks their language. Precision Marketing LLC is a full-service marketing agency started by Chris Watts, a Connecticut resident with nearly a decade of experience working with manufacturing and industrial companies across the country.

“In today’s difficult economy, companies are struggling to maximize every dollar they have and are looking for ways to continue to market themselves while keeping tight control of their marketing budgets. Some companies no longer have the funds to pay for a full-time marketing person but still need someone to oversee their marketing efforts. This is where Precision Marketing can help,” says Watts. “We specialize in creating integrated marketing campaigns that drive results and are trackable to ensure that each tactic drives leads.”

Among the specialties of Precision Marketing are:

- Advertising
- Direct Mail
- Public Relations
- Internet Advertising
- Website Design and Search Engine Optimization
- Marketing Collateral
- Trade Show maximization

“The days of simply taking out trade ads or building a website and waiting for orders to come in are over,” says Watts. “In a down economy companies can ill afford to waste their marketing dollars on marketing tactics that don’t drive business. Precision Marketing specializes in creating the right mix of online and offline marketing tactics that respect the company’s budget and drive sales.”

Precision Marketing LLC is a Windsor, Connecticut-based marketing company that specializes in providing advertising, marketing and public relations services to manufacturing and industrial clients. Its clients include a leading medical laser manufacturer, international quality systems certifier, and industrial architect. For more information visit www.PMarketingLLC.com or call (860) 838-1808.

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