

Press Release – August 2006

FOR IMMEDIATE RELEASE

Contact:

Kim Just, Marketing Director
Practical Creative
2181 North Tracy Blvd. #257
Tracy, CA 95376
Office: 209.835.9073

PRACTICAL CREATIVE TAKES INTERNET MARKETING FROM BROKERS TO BUYERS

Tracy, California - August 21, 2006

Practical Creative today announced a new approach to marketing communications and advertising to benefit the mid-level business consumer. With the advancement in Internet and related technologies, what was once only available to enterprise level companies is now available for small to medium-sized businesses. By packaging technology, traditional marketing and in-house design staff, advertising companies can give big benefits to businesses with smaller advertising budgets.

“The combination of more conventional forms of marketing and advertising with Internet marketing has made a big impact on the profits of our medium sized business clients,” said Kim Just, Marketing Director, Practical Creative. “Whether B2B or B2C based, both types of companies have benefited from new integrated marketing themes.” Cutting edge advertising firms now enrich traditional offerings with the power of Internet technology to develop highly effective strategies for their clients.

Real estate brokerages have long been using this strategy to improve the odds in a highly competitive market. This is uniquely beneficial to the brokerage located in the Central Valley where over 70% of buyers from the Bay Area research the local real estate market on-line prior to making an appointment. Real estate agents benefit from an expertly designed Web property, co-branded with corporate brokerage images and MLS search engine tools. Whether the potential client is a buyer or seller, by professionally promoting featured listings of the brokerage first, then allowing for high level searching of all available homes, and finally including mortgage calculators and educational content, the competitive edge that is received from a professionally developed Web property benefits the brokerage even before a face to face has been scheduled.

“E-Commerce isn’t new, but having a very robust offering for a price affordable to the small to medium-sized business is new,” said Kim Just. “Tuning up your on-line advertising by providing strategic services at the right money, at just the right time, is quite effective.” Practical Creative has packaged technology for business e-commerce that gets companies up, running and quickly selling products on the Web -- for a price affordable for the small business. Another internet strategy effectively applies limited budgets to click through advertising which empowers clients to realize greater immediate benefits than the more traditional forms of print and radio advertising. It’s a strategic move that, like every other form of advertising, can have huge benefits if done correctly.

Advertising companies that support this kind of integrated marketing have adapted new technologies now available for their clients. For Practical Creative, the development of strategic partnerships developed over several years has allowed for this new way of doing business very affordably. This unique formula of integrated marketing as supported by Practical Creative has proven to be tremendously beneficial to their clients and points the way for advertising firms in the new millennium.