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In Turbulent Times, Marketing is Still Key, Says M4 Communications

Marketing is Key, Says Marketing Consulting Company Who Has Redefined Itself in Turbulent Economic Times

/24-7PressRelease/ - LOS ANGELES, CA, May 09, 2008 - These days, in the race for revenues, marketing is still key and is all about being creative and knowing your competitive edge so you are able to stand apart from the clutter, says Sue Duris, President of M4 Communications, a full-service strategic marketing and communications firm, who recently opened their west coast office in Los Angeles, CA.

M4 wanted to be where "we could help our entertainment, high-tech and nonprofit clients develop and implement marketing and communications strategies to build their customer base," says Duris. "Marketers have to be smart and use cost-effective and non-traditional means to get their products and services in the hands of new and existing customers. Gone is the complacent marketer who thought an existing customer meant a repeat sale."

The cost per acquisition (CPA) of new customers is rising, but marketing budgets are holding firm or being reduced. What is a marketer to do? A good start is to think outside the box to maximize investment while looking at CPA rates and lifetime revenue of the customer. That is exactly what M4 Communications did. M4 has been in business for 7 years and decided to open a Los Angeles office to meet the needs of small and mid-sized companies, especially entertainment companies. M4 adjusted their business plans to leverage their expertise in the entertainment industry, while continuing to work with their "bread and butter" high-tech and nonprofit clients. Because M4 is specifically in the B2B space, they do not do mass marketing, but researched their target markets and are in the exact locations that their target market is and is gearing messaging to their target market's issues. Duris notes that one cost-effective publicity idea is to find something unique about your company and target blogs and non-traditional media sources. It worked for one of her clients, a film production company in Beverly Hills, CA, who is one of the first companies to become environmentally correct throughout the entire organization.

About M4 Communications, Inc. Founded in 2001, M4 Communications, Inc. is a full-service marketing communications firm to small and mid-sized organizations in the entertainment, technology and nonprofit sectors. The company helps its clients develop and implement strategies to communicate effective messages to customers in their target markets. M4 specializes in delivering marketing and communications, advertising, strategic planning, and fundraising solutions to its clients. For more information, call 310-903-1077 or visit the web site at <http://www.m4communications.com>.