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High Cost of Marketing and Public Relations
Can Leave Small Businesses With Competitive Disadvantage

*iWin Marketing Delivers Low Cost Marketing and PR
Guidelines and Templates With New One Stop Shop*

CAMPBELL, California—Feb. 25, 2008—With the high cost of marketing and public relations services keeping some small businesses at a competitive disadvantage, two Silicon Valley entrepreneurs today launched an offense with the announcement of iWin Marketing™ (www.iwinmarketing.com), an online, one stop shop that provides small companies and self starters with a streamlined, timesaving and cost-effective approach to marketing and PR.

The new venture, a joint effort between Dixon Communications and Techthree, Inc. offers a range of business-ready marketing, PR and Web templates, learning tools and business forms that can be customized to fit the look and feel, and special needs of individual companies. Each template is time-tested and especially designed for small businesses.

“Many small businesses find themselves in a position of having to forego marketing and PR altogether or do it internally, many times without the time, expertise or resources to create and manage effective programs,” said Bard Williams, owner of Techthree, a marketing group. “The goal of iWin Marketing is to provide the resources these businesses need to manage their programs and build effective brand awareness for their products or services.”

Both Williams and Kathleen Dixon, owner of Dixon Communications, a PR agency, have experience in starting a small business from scratch and know what it takes to set up an effective infrastructure.

“When we opened our respective businesses more than 15 years ago, the resources we needed were not readily available, and if they were, finding them meant driving from store to store, or creating our own,” said Dixon. “iWin Marketing takes resources gleaned from more than 25 years of working in marketing and PR, combines them into an affordable collection of templates, forms and guidelines and delivers them through a single online store.

The iWin Marketing collection of forms and templates include:

- Business forms and templates such as accounting budget and authorization, contract, invoice and non-disclosure, and project tracking forms.

- Marketing forms and templates such as project and trade show management guides, a marketing report card, guidelines to web accessibility and search engine optimization.
- PR forms and templates offer essential writing tools such as press release template and newsgathering tool, a guide to PR planning, and a list of resources for press release distribution and media monitoring services.

In addition, iWin Marketing has a “digital consignment” program open to experts in related fields who support iWin Marketing’s goal to bring the best resources and best practices to small businesses. The first offering is a collection of business letters and tips from Sheryl Lindsell-Roberts, an award-winning business writer, author, workshop facilitator, and coach who works with large and small organizations to help them to be more productive and profitable through the written word. Her workshops are nationally acclaimed by companies, universities, and government agencies throughout the United States.

iWin Marketing also offers marketing or PR makeovers, planning, customer collateral, PR writing services, website development and more.

For more information visit www.iwinmarketing.com.

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