



NET
Marketing Consulting Group

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NEW MARKETING FIRM OPENS WITH FRESH PERSPECTIVE

If there was ever a time to enact high-impact marketing strategies, it is now. At least that's what the partners over at NET Marketing Consulting Group are saying. The brand new full-service marketing consulting firm located just off Sand Lake Road in Orlando, Florida opened its doors July 2009 and according to its founder, Nicholas Trimarche, it's never been a more important time for business to connect with their consumers.

"In this economy, it's all about authentic, engaging messages that give the consumer a reason to react," says Trimarche. "Businesses that fail to make that connection will not survive." He's starting the company at a time when business owners are confused and worried about the future. "I've talked to hundreds of small business owners and CEOs during the past few months, and I understand their fears," says Trimarche. "If they've got an advertising agency, they're being told to stay the course with rarely any strategy or message modification—and those that don't have an agency are just plain lost and confused, wondering what to do next."

Trimarche said he started NET Marketing Consulting Group to address these uncertainties head on. "The worst thing they can do is stop their marketing messages. They need to keep spreading them, but in clever ways that utilize the power of social media, online P.R., blogging, and search engine optimization." Trimarche calls these platforms "Non-Advertising," since they are really not paid media vehicles. "For the price of an ad in the local paper, we can enact a powerful Non-Advertising campaign that lasts for months. The results are highly measurable and highly impressive." When asked if he believes traditional media is over, Trimarche commented, "There will always be a place for traditional media, good branding, and design, but these days, buyers need more—it's their world now—and we, as marketers, need to give them what they demand."



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This isn't Trimarche's first foray into the marketing world. In late 2008, he left G&G Advertising, a nearly 30-million dollar billable agency, where he was partner and president for over 12 years. There, he was responsible for signing some of the agency's biggest clients and developing valuable strategic partnerships, including one with Renderings.com, an Orlando-based architectural renderings firm that ended up becoming a division of the company in 2004. The partnership positioned the agency as one of the country's finest real estate marketing firms. But that couldn't stop what was coming. "In mid 2008, I didn't agree with the direction the other partners and owners wanted to take the agency, so I left before things took a turn for the worst. I didn't want to be a part of the agency's demise." He was right. In March 2009, G&G Advertising closed its doors.

Five months later, Trimarche is back in business. NET Marketing Consulting Group was started with the assistance of past associates who were hand-selected by Nick for their core competencies and rich industry experience. He also strengthened the company with strategic partnerships at both the local and national level. Trimarche sees NET Marketing Consulting Group as a partner for all companies, big and small, and he's committed to building a resource that clients can trust for intellectual guidance and expertly executed strategic campaigns.

"We are true marketing partners, communicators, and problem solvers for every business," says Trimarche. "I like to call us the non-advertising agency because we go above and beyond a services list—that's just so limiting and impersonal."

Businesses are responding. Thanks to the company's prior relationships and attractive new position in the marketplace, multiple contracts are already in the works. Only time will tell just how successful NET's new marketing platform will be. But from the looks of things so far, it's already gaining plenty of fans and supporters, paving the way for a bright and prosperous future.

NET Marketing Consulting Group is a marketing consultancy specializing in Non-Advertising & Internet Brand Penetration, Branding, Marketing, and Real Estate Marketing Solutions. The company is located at 7380 Sand Lake Road in Orlando, Florida. For more information, visit netmcgroup.com or call 407-352-3238.