

Marketing is Easy



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Press Release Author: Justin Downey / [Justin Downey Marketing](#)

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Press Release Summary: New "Easy Marketing" article series illustrates the easy way to market your small business.

Press Release Body:

Dallas, TX

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"There are hundreds of marketing firms out there that will tell you how hard marketing is", said Justin Downey, Managing Director of Justin Downey Marketing in an interview earlier this week. "The fact is...marketing is easy."

Earlier in the year Justin Downey Marketing began publishing free marketing best practices articles geared toward small business owners looking to expand their marketing activities. "It started as a single whitepaper and has grown into an ongoing series", says Mr. Downey. "We began receiving all sorts of calls and e-mails asking for us to tackle different topics, asking when the next article would be published, asking if our articles could be republished. The response was astounding."

Two of the latest in the "Easy Marketing" article series are: "The Business-Building Website" and "Online Public Relations". For more information or to register to download, go to: www.justindowneymarketing.com/easymarketing

Included in "[The Business-Building Website](#)":

- Determining your marketing objectives
- Conveying value through a website
- Get found by your target buyer
- Becoming a resource, not an ad

Included in "[Online Public Relations](#)":

- How Online PR Fits into the 'Marketing Mix'
- Demystifying Online Press Releases
- Benefits of Online Press Releases
- Marketing PR in 3 Easy Steps

About **Justin Downey Marketing**

Justin Downey Marketing is a Dallas-area based marketing firm offering high-impact, low-cost marketing services to small business. For more information about Justin Downey Marketing, visit them online at: <http://www.justindowneymarketing.com> or call 972-257-3612.

2300 Valley View Lane, Suite 360
Irving, TX 75062
Office :: 972.257.3612
Fax :: 972.257.1692
Email :: justin.downey@justindowneymarketing.com
Online :: www.JustinDowneyMarketing.com

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