

Leander Marketing Firm Destination Graphix Launches Free Marketing Program for Local Entrepreneurs and Small Business



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LEANDER, Texas, December 23, 2009—Destination Graphix (www.destinationgraphix.com), the award-winning marketing communications firm, has launched a new marketing program to help local entrepreneurs and small business embrace marketing as an essential part of their business structure. The Morning Marketing Mix is an informative and interactive program allowing participants to gain a better understanding of how to market and communicate their brand more effectively by integrating the tools and strategies available both on- and off-line.

"The Morning Marketing Mix will equip you with insights and tips on how to combine traditional marketing with new technology and consumer-driven strategies," said Gabrielle Melisende, Creative Marketing Director of Destination Graphix. "Marketing in the twenty-first century has surpassed the point of no return, forever changing and expanding how we market our business," she continues. "Google is the King of search engines but shares its throne and title with content and consumer behavior. While traditional marketing is neither dead nor obsolete, a strong online presence and integrated brand marketing are the new standard for all businesses in virtually all

industries. Now more than ever entrepreneurs and small business owners need to embrace an interdisciplinary approach to their marketing communications, or face extinction."

As part of its own rebranding in 2009, the launch of this program marks the first milestone in Destination Graphix' vision to establish a series of educational marketing programs to help strengthen small business and the local economy.

For more information, go to www.destinationgraphix.com. Questions can be directed to Gabrielle Melisende at (512) 260-7886 or email: info@destinationgraphix.com.

About

Destination

Graphix

Founded in 2002, Destination Graphix (www.destinationgraphix.com) is an award-winning full service marketing communications and design firm specializing in integrated brand marketing and advertising. Located in Leander, Texas, the firm works with businesses of all sizes in various industries, including non-profits, member organizations and government entities throughout Central Texas and nationally. Gabrielle Melisende is an award-winning publication designer and developer, internationally recognized marketing specialist, writer, editor and creative consultant. Eye On Leander,[™] a small business publication promoting economic development in the City of Leander, and the 2007-2008 Leander Community Profile and Membership Directory are two multiple award-winning credits.

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