

# NEWS RELEASE

FOR IMMEDIATE RELEASE  
CONTACT: Elise B. Hamann  
The Allied Group  
p. (401) 946-6100 ext. 3171  
e. ebhamann@thealliedgrp.com

## **BUSINESS EXPERT AND AUTHOR TO REVEAL SECRETS OF SUCCESSFUL ONE-TO-ONE MARKETING AND HOW TO BEST COMMUNICATE WITH CUSTOMERS**

*Brian Butler, VP of Sales and Marketing at The Allied Group and author of the book Find 'em, Get 'em, Keep 'em, will share valuable insight at upcoming Felony Marketing sponsored workshop*

**Cranston, RI—March 18, 2008:** The Felony Marketing series orchestrated by Dave Nash, president of Engage Marketing will host guest speaker Brian Butler, Vice President of Sales and Marketing at The Allied Group and author of the new business book Find 'em, Get 'em, Keep 'em. Butler will present, **One-to-One Marketing: How to Treat Different Customers Differently** on Wednesday, March 26 at the The Hampton Inn, 2100 Post Road, Warwick, Rhode Island.

Butler's presentation will combine a variety of innovative and successful marketing strategies with unique real-world experiences. Among the topics for discussion will be the lucrative strategy of bull's eye marketing, which identifies the correct sequence of tactics necessary to increase companies' revenue. Butler will also unlock the door to building a successful business by introducing the three keys of fundamental growth. Attendees will learn how to use the three keys to out maneuver their competition and find the customers suited for their business requirements.

All of the topics covered by Butler in the presentation are explained with a common-sense approach so that each concept can immediately be implemented into any company's business plan. A robust economy relies on the strength and development of an organization's customer base. No one understands these strategies better than Butler who has helped The Allied Group reach unprecedented levels of success over the past 20 years. This presentation will help any type of company—large or small, profit or non-profit--achieve the edge necessary to separate itself from the competition.

-more-



The workshop will begin at 4:30 p.m. with refreshments and conclude at 6:30 p.m. with a question and answer session. Tickets are \$29, payable by check or credit card. Advance registration is recommended, please contact Dave Nash by phone (401) 447-8000 or email [dnash@engage-marketing.com](mailto:dnash@engage-marketing.com)

###

*Founded in Providence, Rhode Island in 1946, The Allied Group has evolved from a traditional printing firm into a unique marketing communications company. The Allied Group sets itself apart from other marketing firms in its ability to effectively and seamlessly combine strategic marketing along with back-end tactical execution—all under one roof. The company's expertise includes research and data analysis, advertising, public relations, web design and optimization, direct marketing, in-house commercial and digital printing, as well as full mailing capabilities. Additionally, The Allied Group is able to provide its clients 3rd party logistics (3PL) capabilities including storage, inventory management, packaging and order fulfillment. The Allied Group is headquartered in Cranston, Rhode Island with offices in Providence, RI and Needham, MA. For more information visit [www.thealliedgrp.com](http://www.thealliedgrp.com) or call (401) 946-6100*

