



News for Immediate Release

Small Business Marketing Campaign Analysis

Free, Online Marketing Tool...Increase Profits with One Click!

Make better marketing decisions on your next small business marketing campaign, with a free online marketing tool **Smart Marketing Campaign Benchmarking Tool** for small business to evaluate a marketing campaign before spending any money. This marketing tool claims to help small businesses from wasting money on unprofitable and ineffective marketing campaigns through better decision making.

MyMarketingDept Inc unveiled a free online marketing tool to help small business evaluate marketing campaign options before spending any money.

SmartMarketingCampaign allows users to run unlimited "what if" scenarios by varying eight (8) assumptions about their marketing campaign. It then provides a report that allows the user to evaluate fourteen (14) different key marketing indices to decide the whether the campaign analyzed is reasonable and profitable.

Before investing any money in a marketing campaign, small business users can get answers to questions like these.

- Will this marketing campaign generate a profit or even have a chance to break even?
- Which marketing program is the one that has the best opportunity to be profitable?
- How much profit will this marketing program generate?

In announcing this new online marketing tool MyMarketingDept Inc. President, Bob Hennessey explained, "we are happy to provide this free service to small business so that better decision making will lead to more profitable marketing campaigns."

Creative Marketing Associates of Pittsburgh, PA recently used the www.smartmarketingcampaign.com online marketing tool. Mr. John Berkman, President said, "It's a practical tool and gave us a professional analysis and important insight into our marketing campaign decision making. In just one use, it saved us from wasting thousands of dollars. I highly recommend it to all my business associates."

To use this marketing tool simply answer eight questions about your next marketing campaign and MyMarketingDept. Inc will do the rest. They will compute fourteen marketing campaign targets and provide a customized Smart Marketing Campaign Report analyzing the reasonableness and profit potential of the user's campaign assumptions. This tool also allows users to analyze more than one marketing campaign to compare among them, the one that would be the most successful for their business.



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MyMarketingDept. Inc.
PARTNERS IN BUILDING SALES

The Smart Marketing Campaign Report provides the user with a professional set of marketing standards to track the actual results of a campaign against the user's original assumptions. The Report is also helpful in identifying the need for adjusting future marketing campaign strategy to continue to improve results.

Users can evaluate 14 different key marketing indices to answer questions such as -

What is a reasonable sales goal for this marketing campaign?

Will this campaign generate sufficient profits to be worth the marketing investment?

What is the projected Return-on-Investment for this marketing program?

What are the total profit dollars generated by this marketing campaign?

What is the new customer acquisition cost in this program?

What is the number of new sales necessary to reach the sales goal?

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About MyMarketingDept Inc

MyMarketingDept Inc helps small business selling business-to-business services and products to obtain face-to-face-sales meetings affordably by having sales prospects actually call them. Using **customer centric** lead generation principals MyMarketingDept small business marketing services is leading the way in generating **B2B sales leads** to help small business sell more products and services affordably. Based near Philadelphia PA, MyMarketingDept is online at www.mymarketingdept.com and the SmartMarketingCampaign Free Tool is available at smartmarketingcampaign.

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