

Salem Resident Establishes Jetty Marketing, Greater Boston's Premier Outsourced Marketing Firm

Salem, MA, July 8, 2008 — Jetty Marketing LLC (www.jettymarketing.com) founded by Coleby Mantz, long-time Salem resident, is a marketing agency which provides an “outsourced” model for marketing services much in the same way that companies have outsourced other functions such as IT, legal counsel, accounting, and even human resources.

Unlike traditional advertising, public relations, or creative agencies, Jetty Marketing is focused first and foremost on the marketing discipline, defining marketing objectives that align with corporate goals. And, different from a marketing consulting organization, Jetty Marketing does not simply advise clients on what they should do; their team of seasoned marketing professionals manages the strategy, development, and execution of their clients' campaigns with a focus on helping drive sales.

Ms. Mantz is an established marketing executive who has more than 15 years of proven corporate and agency marketing expertise as well as a Masters of Business Administration from Babson College. Throughout her career, Ms. Mantz has developed and implemented successful marketing campaigns for start-ups as well as billion-dollar global companies. In today's competitive business climate, many companies require a turnkey approach to handling their marketing needs. Many organizations cannot or do not wish to manage the marketing function in-house, or do not have the expertise to implement the marketing campaigns. Companies also want to know that their marketing efforts have a measurable impact on sales growth.

According to Ms. Mantz, “In the end, marketing is all about helping organizations sell more products and services. What we've found is that many of our clients prefer outsourcing their marketing needs to Jetty Marketing as it is easier for them, and it doesn't create the burden of additional overhead like an in-house staff would.” As with any outsourced services, businesses can ramp up or scale back the marketing services that Jetty Marketing offers based on a company's needs and budget.

Some of Jetty Marketing's recent clients include a high-tech start up in Needham and a beverage company in Hingham. In addition, Jetty Marketing has also done work with e-tractions, an interactive marketing agency in Lexington and Aviva Labs, a natural skincare company in Waltham. According to Mitch Bloom, President of Aviva Labs, “We turned to Jetty Marketing for their breadth of experience and creativity to overcome the challenges of a limited marketing budget, and the results were nothing short of amazing. Their services resulted in a staggering 300% increase in web traffic and 389% jump in web sales. Additionally, our new customer count increased 140%. We learned we could count on the professionalism, enthusiasm, and experience of Jetty Marketing, and that is why we continue to depend on them on an ongoing basis.”

Ms. Mantz goes on to state that, “In a tough economy, companies must work even harder to market themselves effectively, not just to maintain, but to also grow. So, having the flexibility to scale the marketing support is a great option to deal with these natural economic fluctuations and still maintain a marketing presence.”

For more information on how businesses can benefit from outsourced marketing services, visit: www.jettymarketing.com or call 866.598.3517.

About Jetty Marketing LLC:

Jetty Marketing LLC, based in Salem, MA, provides professional outsourced marketing services. Ideal for companies that do not require a full time in-house marketing staff but wish to have a turnkey solution to manage their on-going marketing needs. Jetty Marketing has experience in high-tech, manufacturing, biotech/pharma, financial services, as well as many other industries. For more information on Jetty Marketing and its outsourced marketing model, visit the Jetty Marketing website at: www.jettymarketing.com

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