

For more information contact:
Miranda Phelps
The AVALA Marketing Group
1078 Headquarters Park Drive
Fenton, MO 63026
Phone (636) 343-9988
mirandap@avalamarketing.com

FOR IMMEDIATE RELEASE

AVALA EXPANDS INTERACTIVE MARKETING SERVICES

St. Louis, Mo. – Sept. 21, 2007 – The AVALA Marketing Group continues to enlarge its extensive list of client services with the addition of enhanced interactive marketing capabilities. Already recognized as one of the leading research and marketing firms in the recreation industry, the 10-year-old company is moving beyond traditional brand marketing to create new and exciting opportunities to reach consumers.

“We’re stepping into interactive marketing in a much more aggressive and dynamic way,” explains Steve Pizzolato, President of The AVALA Marketing Group. “We see this as a legitimate yet underutilized branch of marketing and advertising, one that will grow much stronger in the future.”

AVALA has purchased the rights to multiple text “short codes” that will allow it to provide Short Message Service (SMS) mobile marketing campaigns for its clients. Over the past few years marketing via mobile phones has become increasingly popular as a new way to communicate with on-the-go consumers. While SMS campaigns have been used in mainstream marketing — Coca-Cola, BMW, AT&T — they have not yet caught on in the recreation industry.

“This is going to be a big, hot direct-to-consumer strategy, and we plan to be the first in the recreation industry to use it,” says Pizzolato. “People don’t always have their computer with them, but they almost always have their cell phone. One way to look at this is that we’re using the cell phone like a computer to receive email messages.”

Another outlet of mobile marketing that AVALA will provide to its clients is proximity marketing. Delivered via Bluetooth (found in laptops and mobile phones), proximity marketing can deliver highly targeted multimedia messages, such as advertisements, directly to consumers’ mobile phones. AVALA will use proximity marketing and Bluetooth to create effective onsite messaging for both small-scale and large-scale events, retail outlets and point of sale promotions.

“Because Bluetooth is a short-range transmission, AVALA will be able to create messages specific to the event location and event audience, thereby achieving the greatest impact. It’s really a remarkable tool,” says Pizzolato. “As with all of our mobile marketing campaigns, AVALA will create strategies and fully implement the plans for our clients.”

AVALA has also invested in upgrading its presence in electronically-delivered Customer Relationship Management (eCRM) with unique, state-of-the-art tools to better create, target, deliver, integrate, track and manage sophisticated email campaigns. This will allow variable, client-defined eCRM strategies that will help OEM, manufacturer and dealer organizations to more accurately and efficiently target and communicate with their customers and prospects.

In addition, AVALA offers web analytics and consulting services that give its clients a detailed understanding of the online habits of their customers. This program provides an Internet Specialist who will gather data using Competitive Intelligence Software (CIS) and then review the results and generate an integrated strategy that makes the most of each client’s web presence.

(more)

“When used properly this CIS data builds a roadmap highlighting all four aspects of a traditional Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis, which we use to show our clients how to outmaneuver their competitors on the Internet,” says Pizzolato.

In order to facilitate its enhanced interactive marketing capabilities, AVALA has appointed Miranda Phelps as Internet Sales Specialist. She will be responsible for developing and providing major account support for the firm’s Internet and mobile marketing products. To learn more about these interactive marketing services, interested parties should contact Miranda at 636-343-9988 or mirandap@avalamarketing.com, or contact their current AVALA sales representative.

ABOUT AVALA

Established in 1997, The AVALA Marketing Group is one of the top marketing firms specializing in the recreation industry. It’s regional, national and global approach focuses on interactive services, mobile marketing, customer relationship management, database design and management, marketing research and analysis, customer satisfaction indexing, lead management, event marketing, promotions, training, brand advertising and full creative services. Additional information about AVALA is available at www.avalamarketing.com.

###