

SOURCE: Verite



Sep 29, 2010 10:00 ET

SMBmarketer.com and Verite Partner to Develop the Press Release Tutor, a New Smart Marketing Template That Gets Small Businesses Marketing Fast

SALT LAKE CITY, UT--(Marketwire - September 29, 2010) - SMBmarketer.com, a website specializing in smart marketing templates for small to medium businesses announced that it has partnered with Vérité, a leading digital communications agency, to develop the Press Release Tutor™, a new interactive tool that helps small businesses start marketing their business fast. Unlike costly "trial and error" marketing tactics or expensive agencies, the Press Release Tutor allows entrepreneurs and small business marketers to quickly create professional press releases with an easy, interactive, low-cost template.

"Getting started marketing your small business can be overwhelming, confusing, and costly because most business owners lack in-house resources and basic marketing know-how," said Sue Watkins, founder of SMBmarketer.com. "Writing press releases to promote your small business is essential, but creating the right message can be challenging, especially for non-marketing professionals. For only \$79 per release, the Press Release Tutor will guide you through this process in five easy steps."

Bringing this new, interactive template to life involved partnering with a digital development firm with strong experience in website design and development. Vérité was selected for its ability to implement the Press Release Tutor using easy to use, online forms that walk users step-by-step to create solid company messaging and professional news releases.

"SMBmarketer.com chose Vérité to develop this innovative on-line tool because of our proven track record in website design and digital marketing," said Kimberley Jones, Vérité CEO. "The Press Release Tutor and SMBmarketer.com address the on-going needs of small business marketers and entrepreneurs alike providing an engaging and easy way to get effective press releases out."

Launched in 2010, SMBmarketer.com was created to help the more than 29 million small businesses in the United States to start marketing their businesses fast. Available today, the Press Release Tutor lets small business marketers preview and select from a collection of

announcement templates, craft a boilerplate marketing message using basic questions about their business, and then automatically generate a well-written release draft. Tutor Tips also provide advice on effective messaging fundamentals. After some final review and editing, users can download their press release and distribute.

To learn more about the Press Release Tutor, and how press releases can help you market your small business, visit www.smbmarketer.com and download our free *Smart Marketing Playbook* articles.

About Vérité

A leading, worldwide digital communications agency, Vérité, Inc. produces unique and effective on-line tools, and creative campaigns for corporate sales, marketing and training departments. The company was founded in 1993 and initially developed digital advertising campaigns to enable businesses to communicate effectively. Vérité offerings include eTools™, on-line services for registering, testing, certification, eCommerce and more. Vérité has built innovative integrated media solutions for some of the world's leading companies including Intel, Novell, Omniture, Rio Tinto, Symantec, and more. Headquartered in Sandy, Utah, Vérité, Inc. serves clients in Utah as well as nationally. Learn more at www.verite.com.

About SMBmarketer.com

SMBmarketer.com is a website specializing in smart marketing templates for small to medium businesses. Rather than using costly "trial and error" marketing tactics or expensive agencies, SMBmarketer.com enables entrepreneurs and small business marketers to quickly create professional press releases and other marketing documents with easy-to-use, low cost templates without spending a lot of time and money up front. To learn more, please visit: www.smbmarketer.com.