



NEXT STEPS MARKETING PROCLAIMS “IF CONTENT IS KING, THEN AUDIENCE IS QUEEN”. NEW SITE HIGHLIGHTS THE NEED TO BUILD RESPONSIVE AUDIENCES. www.nextstepsmarketing.com

“New Website Reflects Importance of Audiences to ROI” – We Get Audiences

San Francisco, November 2nd, 2009 – Next Steps Marketing, a San Francisco based audience marketing services firm, announces the launch of their new website. The new site reflects clients’ need to build responsive audiences in every facet of their business – online, in print and at the newsstand.

A few years ago, circulators were simply trying to get eyeballs to their site. Now the game has changed, its about developing a strong affinity based responsive audiences. Circulators are uniquely positioned to excel in the world where data is readily available to be analyzed and used. Next Steps Marketing have been working actively embracing and developing responsive audiences to best suit clients needs.

Next Steps Marketing whose client list includes a diverse range of media companies including Affinity Group Inc, Green America, *Mother Jones*, O’Reilly Media, Sandow Media and Viz Media developed the new website to more accurately represent the work they’ve been doing over the past several years.

“We wanted to show how we solve audience-building challenges in a creative and customized way, using practical “call-to-action” marketing techniques, where the return is clearly measurable by clicks, email newsletter sign-ups, online subscription sales and requests, responses to direct mail, webinar/event attendance, whitepaper downloads, or sales at newsstand,” explained Principal, Mike Popalardo.

Their tagline “we get audiences” further defines the company’s focus on helping media companies develop and implement strategies and promotions that maximize ROI from their various audience segments.

Our goal is to make that change work for our clients. Our ultimate goal is to get you to your destination. How do we do it? We use a tried and tested process of analyzing your business, working with you to create a strategy, implementing it, and once again analyzing the results to get you further along the path to your final destination.,” notes Máire Walsh, Client Services Director.

Adds Principal Thea Selby, “Next Steps Marketing is located practically steps away from Twitter, Google, craigslist and Facebook, we get that the world has changed.

ABOUT NEXT STEPS MARKETING

NSM was founded in 2002 by a diverse but complementary team of media marketing experts. Our team of audience marketers offers you expertise in effective online marketing, subscriptions management and marketing, and retail services and solutions

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