



NEWS

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STEVENS & TATE ADVANCES ATTRACTION MARKETING INITIATIVE WITH NEW WEBSITE

LOMBARD, IL NOV. 30, 2011 – To introduce today’s professionals to the current model of Attraction Marketing, Stevens & Tate Marketing has launched the website www.AttractionMarketingUS.com.

The new website explains the concept of Attraction Marketing, defined by industry veteran Dan Gartlan as “the process of making a company, its products, services and culture more attractive to prospects by driving specific marketing initiatives with people and resources already in place.” As president of Stevens & Tate, Gartlan has fine tuned Attraction Marketing to respond to the challenges businesses are facing due to the economic downturn. He already is implementing the process at his own agency, and consulting with other companies on how to apply the strategies in their organizations.

“Marketing in our new economy needs to be built into a company’s DNA,” said Gartlan. “Think of those we are attracted to in life—they make a good first impression, they show up for events, they stay in touch, they care. Attraction Marketing addresses these traits and behaviors in a business sense.”

The strategies presented demystify marketing, speaking about its themes, objectives and tactics in human terms. [AttractionMarketingUs.com](http://www.AttractionMarketingUs.com) offers readers insight on how to draw prospects to them.

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In addition to outlining the strategies for Attraction Marketing, over time the website will provide a series of articles and white papers on a variety of topics that professionals can download to gain an edge on the competition.

“Over the last few years, businesses have worked on cutting expenses to bring more to the bottom line. *Attraction MarketingUS.com* is a resource for owners, corporate marketers, sales managers, and executives who are looking for new ways to maximize results and improve their top line,” Gartlan said.

Along with being an innovator and expert at Attraction Marketing, Gartlan is a skilled speaker who can offer presentations, education and training in many areas of marketing and advertising. His exclusive consulting services range from one-on-one guidance to acting as a team leader for an innovation workshop or competitive advantage exploration.

As though a leader, he calls upon his profound insights, sound business expertise, and extensive marketing knowledge to help companies of all sizes develop strategies that are in line with their objectives and goals.

For more information on these consulting services or Attraction Marketing call (630) 627-5200 or visit the website at www.AttractionMarketingUS.com.

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