

FOR IMMEDIATE RELEASE

The Marketing Shop Celebrates Official Launch of Motivational Monday Branded Graphic Service With Special Pricing and Giveaway Event

EAST HADDAM, Conn., March 13, 2018 /PRNewswire/ — In an effort to make top-shelf marketing programs more affordable, The Marketing Shop is launching the Motivational Monday Branded Graphic service at a competitive discount price for those who sign up before April 2. In addition, Founder Tracy Gibb is including the service as part of a giveaway celebrating not only this announcement, but also her birthday month.

“I believe every great relationship starts with giving, and business relationships are no different,” says Gibb. “This giveaway is a celebration of our newest service and an invitation for potential clients to reach out and learn more about what we offer. Our number one goal at The Marketing Shop is to develop trust and respect with all our clients by empowering their success. We envision a future of strong growth for our portfolio of clients who are earning the dividends of strong, evocative messaging that resonates with their audiences.”

Typically incorporated as part of higher-end social media marketing campaigns, the creation of the standalone Motivational Monday Branded Graphic service will enable smaller businesses and solo operations to capitalize on the power of branded imagery. Branded quotes are effective in terms of marketing communication and valued for their simplicity and low overhead. The right quote can almost instantly relay something essential about a company’s values and mission. Customers and prospective customers who share those values will then gravitate toward the company — this is step one in establishing real trust.

A consistent campaign builds expectation and familiarity in one’s audience. With the Motivational Monday service, new branded quotes land on all major social media platforms like clockwork. These quotes include brand logos, colors and design aesthetics. In short order, the company becomes recognizable and trusted on an instinctive level. A well-conceived campaign of branded quotes can result in a measurable uptick in sales relatively quickly.

Finally, branded quotes are foolproof in terms of their shareability. For most companies, controversy should be avoided like the plague, and motivational branded quotes more than fit the definition of “safe.” When followers feel comfortable sharing a company’s content, organic and truly explosive growth becomes possible.

The Motivational Monday Branded Graphic giveaway is open to any entrepreneur or business owner looking for a trendy branded graphics solution. Entries are accepted at the marketing shop and the winner will receive a year’s worth of weekly branded quotes to broadcast across all social media channels — that’s a \$780 value.

As a full-service marketing, consulting and public relations company, The Marketing Shop works closely with every client to customize a practical and affordable solution. Gibb and her team begin by capturing the client’s goals and desires, translating these into measurable objectives. Then, a game plan is developed for moving steadily closer to accomplishing those objectives, shifting course whenever necessary. The Marketing Shop’s guiding mission is to help entrepreneurs maximize their revenue streams while generating powerful publicity for their brand and their products and services.

The Marketing Shop has additional giveaways and promotional events scheduled for the remaining months in 2018. “Our business is growing, but we still believe in having fun,” concludes Gibb, “and part of that fun is meaningful, exciting interactions with our clients.”

About the Marketing Shop

The Marketing Shop is an online marketing agency that provides a full suite of forward-thinking digital marketing services to clients in a wide range of industries.