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BrightBlue Marketing, Inc. Announces Virtual Chief Marketing Officer™ Program

Dallas, Texas, November 21, 2008 – BrightBlue Marketing, a full-service marketing agency based in Dallas, has introduced the first Virtual Chief Marketing Officer™ (VCMO™) Program designed to bring top marketing talent to small and medium-sized businesses. The VCMO™ program brings experienced, executive level marketing strategy and execution to small and mid-sized companies in a way that has never before been affordable or practical.

“Small and medium sized firms often find it difficult to get marketing traction,” said Candace Lopez, Founder and CEO of BrightBlue Marketing. “These firms tend to churn through marketing agencies or individual marketing employees without ever ramping up to the right level of marketing success. That’s why they need a different alternative.”

BrightBlue Marketing’s VCMO™ program provides long-term, executive level marketing teams at an affordable cost by sharing resources among non-competing companies in similar industries. Each marketing team can manage multiple accounts in the same type of industry. Writers and designers become familiar with the industry and can work faster and be more productive. Companies benefit from the consistency of a stable team without adding salary expenses.

Another benefit of the VCMO™ program is that the company can have a stable team but vary the external costs of marketing based on cash flow needs. “This is another problem solved by our model,” said Ms. Lopez. The external costs of marketing such as events, public relations, mailings, printing, and advertising can be moved around based on the company’s cash flow needs or sales seasonality while keeping the same team in place. This avoids the churn that prevents companies from getting the traction they need to be successful.

For additional information on the BrightBlue Marketing Virtual CMO™ Program, contact Candace Lopez or visit www.BrightBlueMarketing.com

About BrightBlue Marketing: BrightBlue Marketing is a full service marketing agency that crafts and communicates your unique story through marketing experiences. These marketing experiences include strategic marketing campaigns, branding web sites, events, and partner marketing in the high tech industry.

Our focus is to go above and beyond in creating and executing bright ideas that move your prospects and partner’s prospects to **Recognize, Trust, React, Buy and Buy Again.**

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