

**Virtual Marketing Outreach is LIVE at www.vmobrightblue.com
Keeping your marketing engine going with minimal manpower**

Plano, Texas, January 24, 2011 – *A web-based marketing in a box lead nurture program has just been introduced by BrightBlue Marketing: Virtual Marketing Outreach.*

Virtual Marketing Outreach (VMO), allows high tech companies to consistently reach out to their contact base in a variety of ways. This provides an ideal way to nurture leads and drive more opportunities into the pipeline.

VMO is specifically made for high tech companies, providing customizable content and design templates at an affordable subscription cost. To keep a conversation going with very little manpower, they will experience a different marketing activity to choose from each month. Making it easy for them to stay in front of their contacts on a regular basis and be top of mind when they are ready to buy.

A variety of touch points will **increase the likelihood that your message is heard.** The VMO activity menu includes: Email bulletins, Industry letters, Success Stories, Postcards, Press Releases, LinkedIn activities, Seasonal Greeting Cards and Thought Leadership initiatives.

BrightBlue Marketing partners allow for printing, mailing, and emailing to be sent directly to your contact lists. All of this is built right into VMO.

VMO will continue the engagement with your prospects and clients and can either be your marketing campaign or act as an interim activity to your existing marketing campaigns. With tight resources, VMO will affordably keep your marketing activities consistent and drive more opportunities into your pipeline.

"I liked best the concept of the various marketing activities and providing a calendar of marketing events to execute on a monthly basis. VMO does the "pre-thinking" for you on the types of activities you should do monthly. Now it's up to you to execute on that and this solution even lightens the load there." --Sean Pickett, President, Sales Integrity

About BrightBlue Marketing:

BrightBlue Marketing is a full-service marketing agency whose purpose is to inspire your prospects to **Recognize, Trust, React, Buy and Buy Again.** We provide small marketing teams to high tech companies without a marketing department and offer a web-based marketing-in-a-box solution.

Contact:

Candace Lopez Miller, CEO and Creative Managing Director
BrightBlue Marketing, Inc.
469-467-8184 office
214-732-5986 cell
www.brightbluemarketing.com
www.vmobrightblue.com