

Schubert Communications Expands Interactive Services to Meet Growing Demand

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Agency: **Schubert Communications**

DOWNINGTOWN, Pa., February 4, 2010 — According to the Marketing Profs survey, “B2B Marketing in 2009: Trends in Strategy and Spending,” spending on Web sites, search marketing, webinars, and online rich content was poised to increase 41 to 47 percent despite the down economy. As a leading Philadelphia area provider of interactive marketing services, Schubert Communications has seen this trend first hand. To better meet this demand, Schubert has reorganized its Interactive team, making it a standalone group within the company.

“As a full-service marketing agency Schubert has offered the development of online materials for many years,” said agency president Allen Silveri. “This move allows us to dedicate more resources to our offering and to improve our service to Interactive clients.”

The Interactive Group will streamline its daily operations, focus on advanced technologies and expand its services offerings to a wider range of clients.

“We’re still a B2B agency and that remains our focus,” said Christopher Raymond, director of the Interactive Group, “but now we can capitalize on new business opportunities that have risen from the rapid evolution of the B2B marketplace. That means we can reach out to new audiences.”

About Schubert Communications Inc.

Schubert Communications Inc. is a full-service agency specialized in integrated business-to-business marketing communications that help clients to grow revenue and profits. Schubert delivers its strategic, sales-centric marketing to industries as diverse as biotech, professional services, specialty chemicals and metals processing. Its client list includes industry leaders Shimadzu Scientific Instruments, NETZSCH Fine Particle Technology, Sartomer Co., Hydro Aluminum and more. For more information visit www.schubert.com or blog.schubert.com.

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