



# Marketing Bootcamp Converts 99% of Entrepreneurs Surveyed into Marketing Savvies

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*The first-of-its-kind Marketing Bootcamp created by women entrepreneurs, Joy Gendusa of PostcardMania and Marsha Friedman of Event Management Services, Inc., successfully taught other entrepreneurs how to rocket their businesses to success.*

PR9.NET April 14, 2007 - Clearwater, FL - The Power Marketing Mania Bootcamp recently held at the Belleview Biltmore in Clearwater, Florida was a success in its pilot phase. The 130 attendees that attended the Bootcamp gave testimonial after testimonial that they were relieved to get a full spectrum of marketing data to help them in their businesses.

At the Bootcamp, the seven experts that spoke each imparted different aspects of marketing data that each attendee could learn from. Among the roster of the experts were Len Bruskiwitz, the Director of Global Partner Programs at Constant Contact, the leading small business email marketing solution and Bob Francis, the Vice President of Media Productions for Event Management Services Inc. and producer of the award winning TV commercial, "8 Minute Abs".

An interesting statistic that came from surveying the entrepreneurs that signed up for the Bootcamp was that nearly 94% did not have a marketing plan and did not feel it was that important. The organizers, Joy Gendusa, Founder and CEO of PostcardMania and Marsha Friedman, CEO of Event Management Services, Inc., said they were challenged by these daunting statistics, but resolved to turn the Doubting Thomases into Marketing Savvies.

Extending the mantra of Gendusa and Friedman's philosophy (deliver more than what's expected), and as part of the value of attending the Bootcamp, the two women had their staff call each attendee's company prior to the Bootcamp and pretend to be a prospect wanting their services. A surprising 94% failed to ask "the prospect" how they heard about them did not get the prospect's information. This lack of follow through would definitely affect the efficacy of a marketing campaign.

Gendusa and Friedman knew the content of the Boot Camp would be valuable if it turned the attending entrepreneurs from being unable to confront their marketing needs to being in full control of what they need to do to boom their businesses. The women decided to film the entire conference and create a set of DVDs so those who were not able to attend could learn from the process - and those that did attend would have a way to review what they learned.

As the final behind-the-scene activities are still being worked on, Gendusa and Friedman are discussing the best follow up methods to see if the majority of attendees actually get into action. Consequently, 99% of the attendees surveyed after the Bootcamp realized the importance of having a marketing plan and incorporating not just one, but several avenues of promotion and/or publicity for their businesses.

"We want them to be successful," said Gendusa. "A Marketing Bootcamp has no value to us unless the business owners can actually put to use what they learned. The Return on Investment for us is whether they can now expand their companies."

The full list of sponsors for the Power MarketingMania Bootcamp were: Bank of America, Constant Contact, Internet Marketing Group, New Leaf Paper and the lead sponsor, Komori.

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## About PostcardMania, Inc.

PostcardMania is a full service postcard direct mail marketing company which includes graphic design, printing, mailing list acquisition and mailing services with free marketing advice. They help small businesses all over the country to expand through the use of direct mail marketing techniques.

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