



FOR IMMEDIATE RELEASE

"Squeezing the Most Out of Your Marketing Dollar"

Mark Badran
Juice Marketing, LLC
(949) 340-3374
mark@juice-marketing.com

Juice Marketing to Showcase VAR Channel Marketing Programs at Sage Summit 2011

Sage Preferred Vendor will exhibit at annual conference for Sage resellers and customers. The firm will announce new channel marketing programs for Sage VARs, as well as special discounts exclusively for visitors to Juice Marketing's exhibit booth #124.

Aliso Viejo, CA – July 8, 2011 – Juice Marketing, a [Sage Preferred Vendor](#) of channel marketing programs, has announced its participation at Sage Summit 2011. The company will exhibit on the trade show floor in Booth #124. According to a Juice Marketing representative, the company will also be launching new Sage VAR [channel marketing programs](#) and offering exclusive discounts to Sage Summit 2011 attendees that stop by the Juice Marketing booth.

Mark Badran with Juice Marketing says that Sage Summit is a fantastic networking event. "While there are plenty of opportunities to learn about innovations that Sage has planned for future product releases, most of the Sage partners we talk to are most excited about networking with fellow small business owners and catching up with old colleagues."

As a Sage Preferred Vendor, Badran says that the opportunity to network is equally important for Juice Marketing. "We work with Sage Channel partners throughout North America so much of our contact is by phone or internet. As such, one of the most important aspects of our participation at Sage Summit 2011 is the opportunity to see and shake hands with our customers ... in some cases, for the first time ever."

Badran also notes how Sage has embraced social media this year more than ever. "Sage has created a Twitter hash tag for the event and the conference will feature two giant monitors displaying a live Tweet stream. We've been coaching and encouraging our clients to embrace social media for a while now and I'm really happy to see that level of social media integration and commitment by Sage which may help to nudge some of our clients that are still on the fence about the whole LinkedIn, Facebook, Twitter thing."

Badran also points out that Sage partners can follow Juice Marketing on Twitter at www.Twitter.com/JuiceMarketing.

In addition to networking, Sage Summit 2011 will provide crucial insight into emerging industry trends, challenges, and opportunities. Badran notes, "We get to learn first-hand what's going on with Sage resellers — what opportunities exist and what challenges they face — so we continue to develop channel marketing programs that help Sage partners generate more leads, stay top of mind with prospects, and grow their business."

Stop by **booth 124** to learn more about Sage Preferred Vendor Juice Marketing or the VAR channel marketing programs they offer. Follow Juice Marketing during Sage Summit 2011 at www.Twitter.com/JuiceMarketing.

About Juice Marketing, LLC

Juice Marketing provides simple and cost-effective VAR channel marketing products to Sage and Microsoft business software and technology providers. Their turnkey marketing programs including Sage product newsletters, customer success stories, keyword-optimized press releases, technology article content, blog content, SEO website analysis, and social media coaching helps small businesses squeeze the most out of their marketing dollar.

As a Sage Preferred Vendor, many of their marketing products are pre-approved for up to 70% co-op reimbursement. Plus, Juice Marketing can file your co-op claim online directly with Sage which eliminates all the paperwork.

Visit www.juice-marketing.com to browse the portfolio of projects, review channel marketing programs, or subscribe to their blog. Or contact Juice Marketing directly by phone at (949) 340-3374.

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