



FOR IMMEDIATE RELEASE

"Squeezing the Most Out of Your Marketing Dollar"

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

New Sage VAR Marketing Program Leverages Customer Testimonials

Juice Marketing, a co-op approved Sage Preferred Vendor, launches new "Customer Buzz" program as alternative to a full-length success story.

Laguna Hills, CA – March 1, 2011 – Juice Marketing, a co-op approved [Sage Preferred Vendor](#), has announced the launch of "Customer Buzz" - a new marketing program for Sage VARs. The Customer Buzz program features one-page summaries of customer testimonials for use on Sage VAR websites and as a versatile marketing tool. The program is designed to bridge the gap where a full technical case study isn't practical but the comments of a happy customer still merit recognition.

Mark Badran of Juice Marketing explains that there's more than one way to tell a story. "A full-length case study is a fantastic way to showcase your experience as a technology provider. But in some cases, your customer may have a hard time quantifying efficiency gains and articulating the problems that were solved. In short, there needs to be enough 'meat' for a good story or your prospects won't read it and your marketing dollars are wasted."

According to Badran, that's why Juice Marketing launched the [Customer Buzz](#) program for Sage VARs. "Customer Buzz is like a one-page mini success story featuring just the top level stuff. It gets the point across that you have the experience to solve complex business challenges without getting into the nuts and bolts of a particular customer implementation. It's short, sweet, and effective."

The Customer Buzz process is similar to a success story which includes an interview with the Sage VAR, a short interview with the customer, and creative writing. The only difference is in the deliverable which is a single page layout that's [available in 3 designs](#). Customer Buzz stories are available individually or in a three-pack "Swarm."

Download the Customer Buzz brochure for details and pricing at www.Juice-Marketing.com or to learn about promotional pricing on Customer Buzz through March 31, 2011.

About Juice Marketing

Juice Marketing provides simple and cost-effective marketing programs designed for Sage and Microsoft business software VARs. Their small business marketing services include success stories, press releases

that are optimized for search engines, creative writing, outsourced blog entries, off-the-shelf technology articles, website SEO, and social media coaching. Juice Marketing also publishes quarterly product newsletters for Sage ERP Accpac, Sage ERP MAS 90, Sage ERP MAS 500, Sage CRM, Sage MIP Fund Accounting, Sage Abra Payroll and HR, and Microsoft Dynamics GP.

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 available marketing programs, register for a marketing webcast, or download a few marketing articles. Or contact Juice Marketing directly by phone at (949) 340-3374.

###