

Portland Marketing Firm Launches National Virtual Assistant Service

Sprite Marketing is pleased to announce it's newest offering: an affordable, virtual marketing management service.

National small businesses now have the option to hire an experienced marketing manager for all of their marketing initiatives. Through Sprite Marketing's newly launched virtual marketing management service, success is reached without the high cost of office space, office equipment, employee benefits, sick and vacation time and payroll taxes.

"This is ideal for the small to medium size business owner", comments Abby Herrera, principal of Sprite Marketing, "many small to medium size businesses are relying on their general office staff to manage marketing initiatives. The office staff is not only tapped out with their own work, but are also not trained in the comprehensive marketing discipline." Hiring a full-time marketing manager is expensive, a 10 year veteran can cost, on average, around \$70,000 - \$150,000 a year plus benefits. However, Sprite Marketing offers on-retainer clients discounted rates that start at as few as 2 hours a week; with a 3 month contract.

For additional information on the news that is the subject of this release, contact Abby Herrera or visit www.spritemarketing.com.

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About Sprite Marketing:

Sprite Marketing is a full-service, affordable, marketing consulting and implementation firm based in beautiful Portland, Oregon. With many years of experience in advertising, marketing and business development, Sprite Marketing does not sell marketing fluff. Rather, Sprite Marketing offers solid strategies and solutions for both the short and long-term. Sprite Marketing's services include: creative marketing communications, marketing strategy & planning, events, database marketing, project management, customer service training, website development and SEO.