



Marketing Works grows rapidly as part of larger industry trend

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Marketing Works, one of Long Island's boutique marketing and public relations firms, has enjoyed rapid growth over the past two years, despite the economic downturn. Led by Ron Gold, president and founder, the Setauket-based firm has doubled its business by helping Long Island and New York City-area firms in a wide variety of industries grow through creative and efficient marketing and public relations campaigns. Gold, an industry veteran with decades of experience, works directly with clients, delivering a full range of marketing, public relations and networking services.

The growth of Marketing Works is part of a larger trend. Boutique public relations agencies are predicting moderate to high growth for their businesses in 2012, according to a new survey by PR Boutiques International, a worldwide collaborative network of firms.

The anticipated growth is a reflection of the increasing recognition that these specialized firms deliver real value in a challenging economy, according to PR Boutiques International. Two-thirds of respondents reported that the perceived value of the PR boutique has increased during the economic recession, because companies see that they get more value for their investment (38%) and clients value the hands-on role of senior, experienced practitioners (38%).

In helping his clients grow, Gold thinks outside the box to come up with marketing solutions that create excellent bang for the buck. Marketing Works has a knack for pinpointing an area of a client's business that will generate considerable press. For instance, a recent public relations campaign for Maple Family Centers' Mini-Bowling Lanes at the Coram Country Lanes bowling alley generated press, including an article in Newsday that directed a large volume of new customers to the bowling alley to use the Mini-Lanes, which are designed to make bowling easier for young children. Next month, Marketing Works will launch a multi-faceted marketing campaign to build awareness of a new product by its client Lifespire, Inc. Lifespire, a nonprofit organization that serves developmentally disabled individuals, is releasing an alert card that an individual can carry. In the event of an emergency, first responders will be able to scan the card with a smart phone or other electronic device with scanning capability to access the individual's vital medical history, health care providers and emergency contacts. "Many different media will want to share information about this potential life-saving device with their audiences," Gold said.

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