

Metropical Group Delivers Cost Effective Direct Marketing for Tampa Bay Businesses

The Metropical Group Inc. today announced that it will begin offering its premier direct mailer - Metro Mail - to Carrollwood, South Tampa, and WestShore merchants.

For Immediate Release

TAMPA, Fla./EWORLDWIRE/Oct. 26, 2009 --- The Metropical Group Inc. is making direct marketing the perfect vehicle to help businesses get their message out to customers. Affordable, targetable, and returns easily tracked, direct mail can be used to gain new leads, sell products or services, or boost attendance to events.

When businesses are struggling, they often cut their advertising budget - which is contrary to the best practice. According to Racheal Vicari, co-founder of Metro Mail, "When times are tough, you must market. McGraw Hill analyzed 600 companies that have weathered recessions. They concluded that the companies that maintained or increased their advertising effort during recessions had an average sales increase of 275 percent. Their unlucky counterparts, who cut their advertising during the same period, only grew 19 percent."

"We are very excited to be able to offer such an affordable marketing solution for businesses. We know that times are tough and every penny counts!" says Vicari. "Because businesses are able to share the costs of postage and printing, it makes this a very attractive solution to those looking to cut costs but not corners."

Metro Mail is an upscale, shared mailer that is printed on high quality, full color postcards. The company is able to offer direct mail campaigns to its customers for less than the price of postage.

To get more information on how a company can be a part of the next issue of Metro Mail, call 813-321-7369 or email Racheal Vicari at racheal@metromailfl.com

Sam Walton, the late founder of Wal-Mart, summed it up best when he was asked his opinion on the 1992 recession. He said, "We don't plan to participate."

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CONTACT:

Racheal Vicari
The Metropical Group Inc.
7040 Bonaventure Dr
Tampa, FL 33607
PHONE. 8133217369
EMAIL: racheal@metromailfl.com
<http://www.metromailfl.com>

KEYWORDS: Direct Mail, Shared Mail, Postcard Marketing, Small Business Marketing Ideas, Small Business Advertising, Sales Ideas, Tampa, FL

SOURCE: The Metropical Group Inc.

Los Angeles
+1 213-596-0850

Chicago
+1 312-224-4653

New York
+1 973-252-6800

London
44-20-7078-7269

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