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PRESS RELEASE

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For Immediate Release

JanSanOptimize.com Provides Offline, Online Marketing Services for Janitorial and Maintenance Supply Industry

Naperville, IL – August 23, 2012 – JanSan marketing veteran Ginny Petru announces the launch of JanSanOptimize.com, a provider of online and offline marketing services to the janitorial and maintenance supply industry. JanSanOptimize.com, a division of Petru & Associates, Ltd., provides affordable, professional services to promote manufacturers, distributors and contractors. Inbound and outbound marketing tactics include SEO websites, e-newsletters, SEO press releases, social media, graphic design, blogs, SEO mini-videos, and public relations activities.

“The internet is a significant component of any marketing program, yet we’ve found many JanSan businesses are at one end or another of internet usage ... they are either missing a full internet presence or relying completely on the internet and neglecting other high impact marketing tools,” notes Petru. “We find that inconsistent marketing is usually due to constraints in budget, lack of time, or employees that are not skilled in using today’s promotional tools.

“JanSanOptimize.com addresses those constraints and delivers everything from one-time ‘a la carte’ services to customized, fully integrated marketing programs. We move beyond just getting our clients found in search engines. We provide the resources to connect, cultivate, and convert leads into customers.”

JanSanOptimize.com developed a distinctive Incremental Marketing Approach that addresses the unique marketing needs of each manufacturer, distributor or contractor. “One size does not fit all when it comes to marketing in this industry,” notes Petru. “As an example, in a recent audit of JanSan distributors we found more than 50 percent were already landing on page one of a Google search, but their websites were primitive in appearance and content. So why would we suggest more search engine optimization if they are already on page one, but losing visitors based on the look and feel of their website?”

JanSanOptimize.com offers individual pricing for services including SEO website building, SEO blog creation, SEO press releases, social media posting, case study development, SEO mini-videos, and e-newsletters. Popular service bundles are also available. Visit <http://www.JanSanOptimize.com> for pricing and details.

Petru & Associates, Ltd. has been providing public relations, advertising and marketing services to small- and mid-sized businesses for over 20 years, including several companies in the janitorial and maintenance supply industry. The creation of JanSanOptimize.com provides the janitorial and maintenance supply industry a marketing services resource that also understands the JanSan environment.

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