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Marketing Firm Proves Positive Correlation Between Generosity and Success

Verdin Marketing Ink celebrates five years of healthy growth, giving back, and 10 awards for excellence

SAN LUIS OBISPO, CA—Since opening its doors five years ago last month, Verdin Marketing Ink has outgrown two office spaces, acquired nine new staff members, expanded its client base, and garnered 10 awards for excellence in the last three years. Verdin Marketing has also found time to donate over \$125,000 in services to local non-profits, proving the adage that what you sow, so shall you reap – even in the competitive world of the advertising business.

Beginning as a one-man shop from a second-floor office in the historic Sinsheimer Brothers building downtown, Verdin Marketing Ink has expanded both its staff and its services and moved to a larger space at Broad and Upham. A second move is planned for the coming year, into their own space that they will design.

“We have a talented staff of 10 now, plus a Cal Poly intern,” said Verdin, “and though our local clients form the majority, we’re also serving a more regional market that includes counties to the east, north and south of San Luis Obispo. It’s been an exciting five years.”

Equipped with 18 years’ experience working with all types of businesses—from hospitality and finance to retail and telecommunications—Verdin has developed a strong reputation in public relations, creative advertising, and the use of leading-edge new media that deliver results. From day one, Verdin has also made it a policy to give back to the community. Each month, the company “adopts” one non-profit and donates a full day’s work to that organization.

“Good marketing is about high standards, quality work, and great service,” said Verdin. “Service that yields results for our clients. That’s been the cornerstone of what we do. And yes, I do think there is a positive correlation between being generous and being successful. While giving back is always its own motive, it’s been proven that businesses who support their communities have experienced great successes. It’s a philosophy that we recommend to our clients all the time.”

Verdin Marketing Ink provides effective advertising and public relations solutions for any business at any budget. Her current list of some 35 active clients includes the City of San Luis Obispo, San Luis Trust Bank, Adler Belmont Dye, and The San Luis Obispo County Community Foundation. Call 541-9005 or visit Verdin and her staff online at www.verdinmarketing.com.

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