

### **Marketing Veteran Lisa May Huby Introduces B2B Marketing Solutions**

**Barrie, Ontario August 9, 2007** – One of the biggest challenges faced by business-to-business marketers is finding business partners that understand the concept of B2B marketing and the differences from business-to-consumer marketing, according to [Lisa May Huby](#), independent consultant and copywriter and 14-year marketing veteran.

“Business-to-business marketing is very different from consumer marketing. The customer or end user is typically more educated in the product or service they require, and has specifics that need to be met,” shared Ms. Huby. “Many B2B products or services are technical in nature, and education through white papers, case studies, and websites is needed to sell to this market. And quite often the purchase is approved by a group rather than a single individual, so the more information available to the prospect, the better.”

As a solution to these and other challenges, Ms. Huby offers customized B2B [marketing consulting](#) and copywriting services. Services range from an assessment of current marketing activities and marketing strategy development, to help with website content and design, brochure copy, lead generation campaigns, press releases, and more.

Ms. Huby said that many B2B marketers themselves don't fully understand how to reach their audience, or are working with a limited budget, and simply design a brochure, data sheet, or place an ad in a trade publication in hopes that it generates interest. “There's no real plan to get the right information into the decision-makers hands before their competition does. I can help those marketers develop the right materials and a plan that will get the best results for them.”

Ms. Huby stated that the number of companies in business today where upper management still does not recognize the importance of marketing is staggering. “There are still companies out there with management that doesn't feel marketing is a business priority. And, as a result, marketing budgets are slashed leaving marketing managers little to work with. I know how difficult it can be – I've been in those shoes.” Ms. Huby mentioned that, even if there's no budget to work with this year, a needs assessment can identify critical areas for focus in the next year that can be budgeted for. “It's a way for those marketers to present their case to management.”

Ms. Huby doesn't offer turnkey consulting or [copywriting](#) packages, since services are provided based on the client's unique situation. She maintains that, “successful marketing isn't cookie-cutter from company to company. Each one has different needs, and I work closely with them to ensure they get results they are satisfied with.”

While Ms. Huby specializes in B2B marketing, she also has extensive experience in automotive and retail marketing, and has worked with top manufacturers in the automotive aftermarket and consumer packaged goods industries, including Fortune 500.

Businesses looking for solutions to their specific marketing challenges, or those that are looking for new ideas and a fresh perspective, should visit [www.hubymarketing.com](http://www.hubymarketing.com), or call Lisa May Huby direct at (705) 812-2979 to arrange for a free, no-obligation consultation.