

SoFlo Communications

Patrick Johnson

[newmedia@soflocomm.com](mailto:newmedia@soflocomm.com)

813.421.3577



## **BIG OPPORTUNITIES FOR SMALL BUSINESS**

*New PR/Marketing firm for half the cost*

**TAMPA, FLA.** – Help has arrived for small businesses in Tampa Bay looking for marketing, advertising, and public relations services like those offered to big companies but in a more personal and affordable way. SoFlo Communications, a new type of PR/marketing agency, has been developed to cater the needs of small businesses.

According to SoFlo agency director, Walter Bernuy, “One of the first things to get cut from budgets during slow economic is marketing, and when then marketing budget is already small it gets eliminated. This is what small business owners face all the time. I hope to change that by creating a different type of agency. One that provides the same results as big agencies but at a price small business owners can afford.”

Unlike traditional marketing agencies and PR firms, SoFlo’s services come À la carte. Small business owners simply choose which marketing services they want instead of paying expensive retainer fees. The pricing is affordable and upfront so businesses know what they are getting and what they can expect.

“We are not here to make small business owners spend all the money they have. We are here to help them grow by using new low-cost methods that equal or exceed traditional methods,” said Bernuy.

SoFlo Communications specializes in new media marketing, media relations, brand management, event planning, and strategic development & planning. All development and production is done with cost-efficiency in mind. SoFlo collaborates new strategies with traditional practices to create the most comprehensive services in Tampa Bay.

According to assistant director, Jami Koch, “Our staff of young professionals and students gives us a fresh vision. We are here not only to use the newest most innovative

techniques but also to develop some of our own. We take great pride in not only helping businesses grow but developing great relationships with our clients.”

To find out more about the services offered by SoFlo Communications visit [www.SoFloComm.com](http://www.SoFloComm.com) for details.

###