

**FOR IMMEDIATE RELEASE**

*Patricia Staino, BtB Marketing  
PR Account Manager  
919-872-8172  
[patricia.staino@btbmarketing.com](mailto:patricia.staino@btbmarketing.com)*

*Channel insights for LED companies looking to grow...*

## **CHANNEL MARKETING GROUP AND BTB MARKETING FORM ENERGY SMART MARKETERS**

Raleigh, N.C. (April 28, 2009) – Recognizing the vital role played by channel partners in successfully promoting and presenting solid-state/LED lighting products as the smart solution to customers, BtB Marketing Communications, a full-service business-to-business marketing agency specializing in technology clients, and Channel Marketing Group, a marketing consulting firm specializing in distributors and manufacturers, have created a joint venture called Energy Smart Marketers.

The two companies have teamed up to assist manufacturers in more effectively marketing their solid-state lighting products to the electrical channel. As an all-inclusive resource, the group offers expertise in channel strategy development, marketing planning, brand development and acceleration of revenue initiatives through the electrical, lighting and electronic marketplaces.

Marketing to and through distributors, integrators and contractors requires insight, commitment and dedication to providing the right strategies, research, promotions, training, branding and collateral support, areas that are not usually a focus for other marketing firms.

- MORE-

## **BTB AND CHANNEL MARKETING PARTNER OFFER SALES CHANNEL SOLUTIONS, P. 2**

“BtB and Channel Marketing have recognized the market need for a resource to help companies integrate the lighting market at every level,” said Chris Burke, president, BtB Marketing Communications. “It’s not just about educating the customers anymore—decision-making takes place through various channels and media and this joint venture packages the programs and methods available to ensure success.”

“As mainstream adoption of energy-efficient technology continues to increase, so does the need for companies to consider, or reconsider, their market approach to these industries,” said David Gordon, principal, Channel Marketing Group. “Combining the complementary resources of our companies to support clients’ needs and to help clients better position themselves to take advantage of the energy efficiency opportunities that are in the marketplace is a natural. We hear from distributors all the time that LED, solar and wind companies need channel guidance. Energy Smart Marketers can help.”

Together BtB Marketing and Channel Marketing Group have a combined 35 years of success in their respective industries.

Please visit [www.energysmartmarketers.com](http://www.energysmartmarketers.com) for additional information on the services and capabilities of the team, or email [laura.schuchart@btbmarketing.com](mailto:laura.schuchart@btbmarketing.com).

### **About BtB Marketing**

BtB Marketing Communications is a full-service, integrated marketing communication firm dedicated to business-to-business organizations, with one-third of its global client roster involved in the solid-state lighting industry at the component, fixture and system levels. BtB specializes in serving clients who manufacture components or systems or provide services to the electronic/electrical control, power management, automation and process control, military/aerospace, telecom/datacom, and energy and power generation markets.

## **About Channel Marketing Group**

Channel Marketing Group, a marketing consulting firm for manufacturers, distributors, distribution technology providers and industry associations, specializes in helping manufacturers and distributors grow their businesses. The company focuses on the electrical and lighting industries. CMG has developed strategic business plans, customer satisfaction research, marketing campaigns, incentive promotions, channel and distribution strategies, and product-line positioning in the electrical industry for almost 10 years.