



For Immediate Release

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## **Tango Marketing Releases Informative Drip Marketing White Paper**

### **Business-To-Business Expert, Tango Marketing, Shows How Companies Can Build, Launch, Monitor, and Capitalize On Effective Drip Marketing Campaigns**

**Edmonds, WA—January 18, 2010**—Tango Marketing, LLC today announced the fourth in a series of informative marketing-focused white papers, this time exploring Drip or Nurture Marketing and how companies can achieve maximum gain from this proven strategy. The paper, entitled Nurture Your Leads: Executing An Effective Drip Marketing Campaign, is available for free download from the company's website, [www.tango-marketing.com](http://www.tango-marketing.com).

Previous white papers in the series include The Business Optimized Web Site, Press Releases, The Right Tool at the Right Time, and Harnessing the Power of Client Testimonials. Tango Marketing offers proven business-to-business marketing programs, including web site development, search engine optimization (SEO), press releases, success stories, and e-mail and direct mail.

"Nurture marketing has proven its effectiveness, but it must be executed well to deliver on its promises," said Bryan Johnson, president of Tango Marketing. "In this white paper we've assembled tips, strategies, and resources businesses can use to build their permission-based lists, and then launch, monitor, and capitalize on effective drip marketing campaigns."

#### **About Tango Marketing, LLC**

Tango Marketing specializes in providing targeted, tailored, turnkey marketing programs to software and technology companies. Using proven techniques, market research, industry expertise, and creative genius, Tango designs and executes highly effective marketing programs to help software and technology companies, channel partners, developers, and consulting firms to place their name topmost in the minds of prospects and customers. Tango's solutions include: web development and search engine optimization (SEO), press releases, case studies/success stories, corporate and product brochures, newsletters, email marketing, and direct mail/postcard marketing. For more information call (800) 781-1377 or visit [www.tango-marketing.com](http://www.tango-marketing.com).