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## EXCEL IN MARKETING UNVEILS ELEMENTS CMS TECHNOLOGY AT CISCO-SPONSORED SILCWIT BUSINESS SYMPOSIUM

**Orinda, CA** – On Wednesday, September 7, Orinda-based marketing firm Excel in Marketing will unveil *elements CMS™* at the first-ever Silicon Valley Women in Technology (SilcWIT) Technology Showcase and Product Demonstration hosted by Cisco Systems. The event features product demonstrations by innovative technology companies with women in leadership roles.

"We are very excited to participate with the SilcWIT conference and to demonstrate our website solution suite," said Christine Temple-Wolfe, principal and owner of Excel in Marketing.

"*elements CMS™* enables our clients – whether they are small or medium-sized businesses -- to leverage web-based technology to take control of their web presence. By offering an off-the-shelf product, we are able to provide solutions within days – instead of weeks -- and make the overall offering more valuable and affordable."

*elements CMS™* is a revolutionary content-management software suite, which gives clients total control over their business website, allowing them to manage content, e-commerce, e-marketing, site stats and more. It's the newest product to assist businesses in solving their most critical challenges through a forward-thinking implementation of Web technologies.

According to Temple-Wolfe, "*elements CMS™* is a fantastic product that brings integrated and interactive web solutions to small and mid-sized businesses for a fraction of the price of other packages on the market today. The benefit to the client is substantial: flexibility, quality expertise, at affordable prices. As an agency interested in matching high value product solutions to customer needs, Excel in Marketing also offers complementary products such as: Marketing Audits, Database Development, Integrated Marketing Plans, Research, Newsletters, Media Relations, Lead Generation, Identity Packages, and Sales Materials. We also provide services such as: contract

placement, and on-site training, As a vital part of an organization's Integrated Marketing Communications philosophy, Excel offers this software to customers as a very logical and design friendly website environment that gives them the ability to update, change, and grow their business without spending hundreds of dollars on designers, programmers, and flash developers.”

Excel in Marketing is a team of marketing professionals with more than a century of experience in diverse marketing functions. Excel in Marketing consultants have extensive experience in market research, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. Our consultants seamlessly operate as an extension of the client's team and helps to ensure that their organization's most immediate needs and priorities are fulfilled, helping to keep their overhead low by coming in when we are needed, and leaving until they need us again.

Too often, many small companies can't afford the high cost of agencies, which can range from \$10,000 to \$80,000 a month retaining fees. Nor can they afford a marketing executive, which in the Bay Area ranges from \$150,000 to \$200,000 a year plus benefit packages. Excel in Marketing aims to meet the needs of those small companies that desperately need high value production to increase their business. We work closely with our clients to structure an affordable price schedule that works best for them.

The SilcWIT Technology Showcase and Product Demonstration celebrates women and their leadership in technology while showcasing demonstrations of new technologies and products. Participants will be able to take a tour of Cisco's "Converged City," a showcase of voice, data, and video solutions designed especially for small to medium sized businesses, as well as view products demonstrations from other innovative companies in an expo setting.

For more information, please contact Christine Temple-Wolfe at (925) 876-7191 to schedule a free consultation or visit the Excel in Marketing website at: [www.excelinmarketing.com](http://www.excelinmarketing.com). For more information about Cisco's Technology Solutions Showcase, call (408) xxx-xxxx.

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