



The National

PROFIT GATE MONTHLY

NEWSLETTER



November

Finally, After 1½ Years Of Declines - US Gross Domestic Product Goes Up In Third Quarter!

WASHINGTON — 29 October - The Commerce Department's Bureau of Economic Analysis released data on GDP in the third quarter. Real GDP increased 3.5 percent at an annual rate in the third quarter, after declining in five of the preceding six quarters. The gain marked the largest quarterly advance since the third quarter of 2007. U.S. Commerce Secretary Gary Locke issued the following statement in response to the news.

So for those of us who have survived this depression, uh, recession, here's the really good news: You should have less competition in your industry today. Yippee! Now, as the economy grows again and spending returns to normal, we should emerge in better shape than ever.

So how can we use this fact to our advantage? Well, you can obviously do whatever you like, but as for Profit Gate, we are already preparing our biggest advertising push ever. In January, we're planning to launch another TV ad campaign and continue with our Google paid ads as well.

Some of our clients have actually flourished throughout this recession, by using Google paid ads. Others have compensated for the poor economy by other forms of offline ads. All companies, however, would be wise to invest as much as possible into effective promotion, now that the economy is on the upswing again. And, to help our clients to better market themselves, Profit Gate has put all of its Marketing Services on sale at rock-bottom prices. See our enclosed Holiday Special flier for details.



Have a Festive Thanksgiving

INSIDE THE GATE...



PRESIDENT'S CORNER

This year, Profit Gate test marketed several major new services. Inbound Call tracking did not seem to interest our clients and was abandoned. But both our Video Production and Low-Cost, High Quality Printing Service has been very successful. Management has therefore approved these to be permanently added to our service offerings. Adding videos to websites has given some clients an edge online. And, although printing is in no way related to websites, it was an immediate hit with our clients. I guess saving money is still popular. Go figure. ☺

