



## **Silicon Valley's Top Marketing Copywriter Launches Marketing Communications Agency to Meet Consumer Tech Industry Demands**

*Increasing demand for copywriting services helps transform Cory Fossum into megabrand marketing communications agency.*

San Jose, CA ([PRWEB](#)) September 20, 2008 -- When award-winning copywriter Cory Fossum originally launched his career as a freelance direct response copywriter for the consumer electronics industry, he had no idea he was well on his way to building one of the most successful creative agencies in Silicon Valley. Fossum soon began to see an emergence in the demand for innovative and creative marketing strategies in the consumer electronics industry.

Fossum is proud to announce the launch of Fossum Creative - a strategic copywriting agency that specializes in consumer technology and emerging media communications that compel your customers to buy and create unparalleled brand loyalty.

"Our mission is to create innovative marketing and sales copy that instills gadget envy, product lust, and brand pride in your customers," stated Fossum. "With an experienced creative team, we create and execute marketing strategies that will position companies for growth and success."

Fossum Creative believes in forming a true marketing partnership with its clients. They work with their clients to analyze the business goals and then develop powerful strategies to ensure delivery of the right message to the right audience at the right time. Additionally, they offer an alternative to the high costs and extensive lead times required to work with many large creative agencies.

The expertise at Fossum Creative covers direct response, branding, positioning, and traditional marketing for both online and print media. They write for a broad range of formats including websites, email, branding collateral, sales letters, advertorials, product demos, packaging, and branding collateral.

### About Us

Fossum Creative is a marketing communications agency passionate about providing high quality marketing communications that deliver positive results for its clients. The Fossum Creative team is dedicated to creating compelling and clever marketing copy that will instill gadget envy, product lust and brand pride to generate consumer interest. They blend the benefits of compelling creative work with a strategic approach, resulting in strategic marketing communications that build brand loyalty and drive consumer interest. To learn more about Fossum Creative, call 408.448.4679 or visit [www.fossumcreative.com](http://www.fossumcreative.com).

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**Online Web 2.0 Version**

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