

P R E S S R E L E A S E F O R I M M E D I A T E R E L E A S E

Contact: Caroline Ferns

 (201) 257-8528 Voice

 (201) 288-1071 Fax

 www.gthreecom.com

**G3 Communications Announced Official Launch of
Demand Creation Specialists Business Unit**

Hasbrouck Heights, NJ – August 15, 2009 --G3 Communications has announced the official launch of Demand Creation Specialists (DCS), a new division dedicated to creating custom content and lead nurturing programs for BtoB marketers. With a concentration on custom content and lead generation, DCS provides clients with strategic direction on the types of content offers which **generate qualified leads** and the tools and process which help convert those leads to closed business.

“As publishers of DemandGen Report, we have spent more than two years covering the best practices in the emerging lead generation and lead management space,” said Andrew Gaffney, President of G3 Communications. “DCS provides our clients with strategic direction on the types of content which generate qualified leads and the tools and processes which help convert those leads into closed business.”

Through its sister brands, Demand Creation Specialists (DCS) is already working with some of the leading BtoB marketers including Oracle, Epicor, Motorola, Manhattan Associates, Edgenet and Escalate and others to provide custom content that helps drives leads into their sales pipeline. Working with these clients, we are developing custom campaigns that feed lead nurturing efforts, including:

- E-books;
- White Papers;
- Webinars;
- ROI/Assessment Tools;
- Custom Research;
- Sales Enablement Tools.

[Ed Cleary](#), a leading executive in the BtoB media and lead generation space, recently joined G3 to serve as the Business Development Director for the company’s new DCS business unit. Cleary had recently served for seven years as Publisher of Integrated Solutions for Retailers magazine, and also headed up Retail Solutions Online, a division of Vert Markets.

“A key part of our value is working with our marketing partners to **develop compelling calls to action** and then build campaigns around a series of relevant offers,” said Cleary. “We also apply best practices to make sure that the call to action offer is prominently placed within each message.”

BtoB marketers looking to learn more about how their current content offerings and lead generation programs stack up against industry best practices are invited to contact Ed Cleary (via email at ed@demandcreationspecialists.com or via phone at 814-833-2620) for a free assessment.

G3 Communications was founded in 2006 to provide customized content solutions for business-focused clients. The company’s team of content experts provides expertise in creating call-to-action and thought leadership content.

Since its formation, G3 has doubled its revenues each year by focusing on providing customized content and lead generation programs for BtoB marketers, which show demonstrable ROI and support marketing and sales initiatives.

For More information please visit www.demandgenreport.com or www.gthreecom.com and to schedule an interview with Andrew Gaffney please contact Caroline Ferns at carolineferns@comcast.net