



Free Guide Helps Companies Plan, Promote and Profit from Their Anniversary

Kenosha, WI, October 31, 2017 — GS Marketing Group has shared *Your Company Anniversary Guide* as a free download, with information to stimulate creative ideas for marking a milestone and to help solve the problem of company anniversaries going relatively unnoticed.

“Marketing professionals and business owners often neglect or forget to take advantage of the marketing potential of a properly promoted company anniversary campaign,” said Jhan Dolphin, Sales Director for GS Marketing Group. “*Your Company Anniversary Guide* contains tips for planning a comprehensive anniversary program.”

In the *Guide*, GS Marketing Group suggests engaging ways

- to motivate employees,
- to connect with customers and
- to impact the community.

Crafting and then delivering the marketing message are covered, with considerations for developing the story and for recognizing the people who are an integral part of the story. A sample time line chapter shows the process divided into four phases to help make the planning—and celebration—more manageable.

The new *Guide* is available at YourCompanyAnniversary.com, a website where GS Marketing Group also offers for sale a choice of turnkey marketing packages and add-ons to walk customers through an effective company anniversary campaign.

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About GS Marketing Group, Inc.

Established in 1987 as Gleason Marketing, GS Marketing Group is an integrated marketing agency located in Kenosha, Wisconsin. YourCompanyAnniversary.com and its packages were launched while commemorating the agency’s own 30th anniversary, drawing upon more than 100 years of combined staff experience in print and digital media, serving companies in a variety of industries.