

## Leading Marketing Firm Opens the Door to Product Innovation

*"Florida based marketing firm opens new division focusing on taking the latest inventions to the online market"*

### **For Immediate release**

*October 2009, Ft. Lauderdale* – Today, with the global economy going downhill, people realize now more than ever the need to use marketing specialists to successfully market their new products.

A perfect example is Headstrong Media, a leader in producing winning marketing campaigns since 2001. Their latest division, Headstrong Strategies, is currently working with top affiliate programs to take innovative products to market.

"We are experts at working directly with our clients across a wide variety of industries to create the ultimate internet marketing package" says Victoria Pearce, Marketing Manager at Headstrong Strategies, "We take products to market, generate greater revenue and sales, define internet marketing campaigns and strategies to get products maximum exposure to potential clients, and create websites that represent the company, product, and global image."

Additionally, Headstrong Strategies is leading the way in the field of Cancer Prevention with their latest product. Colon Health Check is an FDA-cleared colon cancer-screening test that can be completed in the privacy of your own home with no doctors and no nurses. You perform the test yourself. Colon Health Check is over 98% accurate, easy to use and ready in just 5 minutes. Healthcare professionals recommend regular fecal occult blood testing as an important part of the detection and prevention of life-threatening diseases such as cancer.

Headstrong Strategies is a unique and innovative agency specializing in Internet advertising, marketing online and website design. They constantly strive to meet their clients every need and work with them to obtain the best possible return for every advertising budget.

This credo was tested recently when the company expanded its product line to include another innovation. The Magic Drive is a full year membership to a signature service called Remote Restore where they fix your computer for you online in real time. You get unlimited usage of Remote Restore, unlimited phone support, online data back up (up to 12 GB). It is also a toolbox full of utilities pre-loaded so that in the event you cannot access the Internet, the Magic Drive can still repair your computer for you with our help. It also includes a resource library of free software, all in one easy to read and use format. Magic Drive is designed to help you keep your computer running optimally and to fix any problems on an as needed basis.

If you want to find out more about the services and products offered by Headstrong Strategies, or if you are a individual looking to market your products, or if you want to become one of our affiliates, contact Victoria Pearce, Marketing Manager, at 954 689-9994 ext. 230, or [victoria@headstrongstrategies.com](mailto:victoria@headstrongstrategies.com), or visit our website at [www.hsmstrategies.com](http://www.hsmstrategies.com).