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## **FOR IMMEDIATE RELEASE**

### **RedRover Company Wins International Award for Guerrilla Marketing Column**

Memphis, Tenn., May 16 — The Summit International Awards has just announced that Memphis sales and marketing firm RedRover Company has received a Bronze Summit Creative Award for Editorial and Publishing for its Guerrilla Marketing & Sales column entitled “A Gap in Judgment.” The entry competed against thousands of submissions from 22 countries.

Celebrating its 17th year, the Summit Creative Award spotlights works created by small and mid-size marketing firms around the globe.

The column is penned by RedRover Company managing partner Lori Turner, and appears weekly in the Memphis Daily News and The Memphis News. RedRover is the only Memphis agency to integrate sales training and coaching with marketing and advertising for small to mid-sized companies, from start-ups to mature organizations.

The mission of the column is to provide small and mid-sized business owners with practical guidance on how to tackle common sales and marketing challenges with limited resources. In this case, it drew lessons for small businesses from the missteps of a major national brand.

“This is the perfect time for a column with this focus from an agency with our unique perspective,” said Turner. “Not only are small businesses challenged to do more with less money, but also more Americans have caught the entrepreneurial bug. Faced with prolonged unemployment or underemployment, people are starting their own businesses at a rate that hasn’t been seen since the 1980s. These newly minted entrepreneurs may have very little experience in sales or marketing, yet they have to step up and perform because their future is on the line.”

RedRover Company uniquely combines sales training and coaching with guerrilla and traditional marketing to help clients improve the productivity of their sales force while also increasing the return on their marketing investment.

Some of RedRover Company’s clients include The MED Foundation, Parasol Awnings, Hardy Reed, Memphis Business Group on Health and Brandon Financial Planning.

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