



Internet Marketing, Personal Massage in Tandem

Zealous Marketing and Diamond Beauty Supply announce partnership in Global Internet Marketing Campaign to promote innovative personal massager

Las Vegas, NV, January 02, 2008 --(PR.com)-- Las Vegas-based Internet Marketing and PR firm, Zealous Marketing, announced today that they have been retained by Diamond Beauty Supply to implement a global internet marketing campaign to increase retail sales of the new iSmart Massager.

The iSmart Massager is a portable, personal massager that utilizes Electronic Muscle Stimulation, or EMS, powered by a common 9volt battery. EMS is the process whereby mild electric pulses are sent to a specific muscle or group causing it to contract. EMS has been used in the field of medicine to treat atrophy and many other conditions and is currently being utilized by Chiropractors, Sports Trainers and Physical Therapists around the world. However, with six variable strength levels, three separate modes of operation, ease of use and nominal size, (about as small as a PC mouse) the iSmart Massager is well designed for personal, practical use.

“We are very excited to be a part of this revolutionary personal massager,” states Zealous Marketing CEO, Joe Perez. “The internet marketing strategy we've laid out to increase retail sales has propelled our projections through the clouds based on simple web analytics and market research.” Perez continues to explain the foundation of the campaign being a new, generous affiliate program for the personal massager in tandem with ecommerce development. Translation services and multi-cultural demographic targeting will also play an integral role in its projected success. To better support their global internet marketing campaign, Zealous Marketing is actively seeking retail vendors and distributors while boasting a favorable profit margin for new retailers and affiliates of the iSmart personal Massager.

“What you didn't know is that I have been enjoying a deep tissue massage at my desk while you wrote this PR,” jokes Perez. “The determining factors in taking on this project were the diversity of our target market, profitability for new affiliates/retailers and a newfound personal interest in the product.”

About Zealous Marketing

Zealous Marketing is a Las Vegas-based internet marketing and PR firm recently developed, structured and launched by former Director of Sales and Marketing for Global VIP Traffic, Joe Perez. Despite being a “new player in the internet marketing arena”, Zealous Marketing brings over 10 years of experience and nearly 500 internet marketing projects to bat. ZM specializes in SEO (search engine optimization), SEM (search engine marketing), “Web Estate Development”, Press Release Optimization, Public Relations, Web Design, E-Commerce Development, Translation Services, MySpace and Web 2.0 platforms, Domain Brokering, Affiliate Marketing and Network Marketing Strategies.

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Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/66147>