

Allegro Starts Fresh Conversations with Clients and Prospects

CHICAGO, Ill., April 29 (SEND2PRESS NEWSWIRE) – Allegro Communications, Inc., a direct marketing firm and developer of FreshDM, recently announced the launch of its new dynamic, content-rich agency website. View Allegro's redesigned website at: www.allegrolink.com.



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The new website focuses on maximizing the use of social media to create ongoing relationships and provide interesting, up-to-date content. Allegro's site is designed to start a conversation with current and potential clients. The site provides dynamic content relevant to the agency's core client base – large insurance companies and financial services firms such as Genworth Financial, MassMutual, CIT Group, and Wells Fargo.

The website features the latest agency news, including frequent blog posts and regularly-updated information that is pertinent to clients. In addition, the site provides a Twitter feed of Allegro's tweets (<http://twitter.com/AllegroDM>) and an interactive poll.

According to Russ Graunke, Jr., President of Allegro Communications, "Allegro's newly launched website gives our clients and prospective clients the opportunity to get to know us better and understand how we can help them with their direct and Internet marketing efforts. With the new site design,

we have created a searchable, online, information-rich resource.” He adds, “this is a radical departure from the ‘set-it-and-forget-it’ static website approach. Our content literally changes every few minutes.”

Allegro is known for its ability to quickly turn around complex marketing projects. From initial concept to “go live” date, the new Allegro site was developed and launched in just 10 business days.

Allegro Communications, Inc. is a direct marketing firm based in Chicago, Illinois with 18 years experience helping its clients create strategic, results-driven direct marketing communications. For more information, visit Allegro’s website at allegrolink.com.

FreshDM, a web-to-print application developed by Allegro, allows a company’s marketing managers or sales team to quickly and easily create custom, variable print and direct mail. To learn more about FreshDM, go to www.freshdm.com.

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Allegro Communications, Inc.