

EquinePro Newsletter: Innovative Marketing Technology Targets Equine Industry

NEWPORT BEACH, Calif., Feb. 15 (SEND2PRESS NEWSWIRE) – Professional horse trainer and creator Donna Cheek, announced today the launching of EquinePro™ a marketing system designed specifically for the equine industry. The fully automated online newsletter service allows horse industry professionals to take advantage of the proven strategy of relationship and viral marketing with a “hands off” approach.

Ms. Cheek, an equine trainer with 39 years of experience in the horse business, developed EquinePro™ to provide an affordable and convenient way for trainers, barn owners and breeders to market their services to the public.

“The equine industry is commonly known to be very labor intensive, with no time to sit at a desk,” Cheek explained. “We have no cutting edge options for marketing. I wanted to create something easy and effective that I would use for my own horse business. In this economic climate there is a critical need for all of us in the horse business to adopt some sort of marketing strategy.”

EquinePro provides entertaining and educational content that is appropriate for all disciplines, then twice each month, distributes the newsletter on behalf of the equine professional to their clients and prospective clients. One of the many benefits of this newsletter is that it functions as an electronic business card, keeping products and services at the forefront of the minds of their targeted market. The newsletter will position an equine professional as the local expert while stimulating new referrals and business leads.

According to the American Horse Council, there are approximately 9.2 million horses in the U.S. used for racing, showing, breeding, recreation and sport.

Equine Trainers Newsletter is an online company with offices at 5000 Birch Street, West Tower, Suite 3000, Newport Beach, California 92660.

Visit: www.equinetrainersnewsletter.com.

MEDIA CONTACT:

Donna Cheek

Ph. 949-476-3696

Fax 949-476-3758

Email: admin@equinetrainersnewsletter.com .

News issued by: Donna Cheek



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