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Odatto Turns Five, Expands to Pittsburgh

SARASOTA, Fla., March 4, 2009—Odatto Marketing Group, Inc., a Sarasota, Florida-based advertising, public relations and Internet marketing agency, is celebrating its fifth anniversary in a way seldom seen in this economy—by announcing an expansion. The company is opening a new service office in Pittsburgh.

The firm’s principal, Rich Odatto, calls this expansion “the best of both worlds.” A Pittsburgh native, Odatto came to Sarasota in 1997 and founded Odatto Marketing after working for the region’s largest hospital and ad agency.

“Sarasota is my home now and I enjoy being part of our business community,” says Odatto. “Over the last few years, we’ve done project work for clients in Pittsburgh and we want to expand our presence there.”

Odatto recently acquired property near downtown Pittsburgh with easy access to all points in the city. The firm will add freelance and staff talent as business grows in that market.



Odato Marketing’s client list includes top regional and national clients in healthcare, manufacturing and consumer brands. In Pittsburgh, the firm has done work for high-profile clients including one of the world’s largest banks. Services include marketing strategy, advertising and graphic design, public relations and all forms of Internet marketing—including the fast-growing field of social network marketing.

“Our firm’s philosophy, Outsmart, Not Outspend™, has been part of our culture since day one,” said Odato. “Now that approach is critical to every company’s strategy and clients are more interested in our PR, SEO and digital marketing services than ever before.”

Odato says this five-year anniversary is an especially important milestone during these challenging times, noting that fifty-six percent of new businesses fail within four years according to Small Business Administration. “This is a difficult economy and we’re working hard to earn our continued success,” he added.

Odato incorporated Odato Marketing Group on March 5, 2004. To learn more, visit www.odatomarketing.com or call 941.954.0345.

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