

# B2B: Business to Business Profiles

by Joseph Ridea, Strategic Consultant

## Have You Considered Market Growth for Mitigation?

Kim Jons works hard to help local businesses thrive — regardless of negative impacts like ferry and bridge outages, or even our economic slump.

She recently launched a marketing company with a specific main objective: to open new opportunities for sales growth, especially for local tourism-sensitive businesses.

Kim Jons Marketing advocates market expansion as a mitigation and growth strategy.



Kim Jons

**KJM** Kim Jons Marketing

Extreme Value Strategic Advertising

“Local businesses can prosper even with present economic conditions.”

**Kim Jons, KJM  
and former Port Townsend  
Chamber President**

KJM specializes in unique advertising products that reach historically ignored markets.

For example, KJM represents the new *MV Coho Magazine*, to begin publishing in early 2009.

More than 205,000 passengers boarding the Victoria-to-Port Angeles ferry yearly will be offered this free magazine.

A large proportion of this group is Canadians on holiday, visiting or crossing our area.

Surveys show these Canadians spend an average of \$2,248 while visiting the North Olympic Peninsula.

KJM also offers other unique, targeted advertising products with similar appeal.

Kim has earned a reputation for high professionalism during 10 years representing the *Peninsula Daily News* and *Centrum*.

Her background has uniquely prepared her to offer strategic advertising programs.

Clients can now engage a single source for managed, niche campaigns with exposure through multiple channels — a unique approach suited perfectly to these trying times.

Reach Kim at [www.kimjons.com](http://www.kimjons.com), or by calling 360-460-7833.

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