

InSight Marketing to Assist in Launch of New Computer IT Company

InSight Marketing has been retained to provide marketing services for the launch of a new computer IT company. InSight Marketing will first develop a strategic marketing plan and then execute a integrated marketing campaign to include: branding, web development, PR, advertising and internet marketing throughout the New York metro area, including Westchester and Fairfield counties.

June 2, 2012 (FPRC) -- InSight Marketing, an award-winning Westchester County-based marketing firm, has been retained to provide marketing services for the launch of a new computer IT company called ICON Medical IT Services. The new company specializes in providing computer and network repairs, installations and service for healthcare providers and groups located in the New York metro area.

“We love to help entrepreneurs realize their goal of owning a successful business,” said InSight Marketing president, Rocco Cipriano. “To the credit of ICON Medical’s management team, they understand that getting sound marketing advice during the start-up phase is critical to getting their business off to a running start and achieving profitability quickly.”

ICON Medical IT Services chose to focus on the medical practices because of the healthcare background of their management team and because of the trend with healthcare providers to convert patient paper records into digital format. ICON Medical IT Services will specialize in assisting medical practices in the conversion patient records to EMR (Electronic Medical Records) while complying with patient privacy laws and regulations. In addition to EMR services, ICON Medical IT Services also provides computer, network and software upgrades and installations and will have the capability to provide a 4-hour emergency response to troubleshoot and resolve urgent computer issues.

“Working with InSight Marketing has been excellent,” said Emeka Enu, president of ICON Medical IT Services. Beside his marketing expertise, Rocco has been invaluable in guiding us in many aspects of the start-up process, which has allowed us to avoid pitfalls that would have compromised a successful launch.”

About InSight Marketing:

InSight Marketing combines strategic marketing solutions with award-winning execution into a custom marketing program that achieves our client's marketing objectives and business goals.

We are recognized as one of the leading marketing firms in the New York Metro area, including Westchester County, Fairfield and Rockland counties. In addition to branding and strategic marketing, other services include: advertising, public relations, web site design, internet marketing, marketing communications and direct marketing.

Contact Information

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Keywords

[Marketing Consultant Westchester NY](#)

[Public Relations Agency Westchester NY](#)

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