



Contact:

Rocco Cipriano
914-777-9700, info @ insightmrktg.com

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InSight Marketing Selected to Redesign Website for Leading Energy Services Company

Summary: [InSight Marketing](#), an award-winning [Westchester County](#)-based marketing firm, has been selected to redesign the website for [Global Energy Efficiency](#), a leading energy services company which provides solutions for businesses to significantly reduce its energy costs.

Harrison, NY – May 29, 2013. Global Energy Efficiency, a full-service energy management company located in the Bronx, NY, provides innovative solutions to reduce energy consumption and operating costs primarily for food retailers, such as groceries and supermarkets.

The firm has experienced excellent growth over the last few years as food retailers embrace the operational cost savings and energy rebates available to them through Global Energy Efficiency. The company needed its website to better reflect the success of the company and to become an integral tool in its continued growth.

“At this stage of our business growth and development, we needed to move beyond the limited services of working with just a web designer for our online presence and looked to retain a marketing consulting firm who could provide us with a more comprehensive marketing program,” said Vladimir Reynoso, Global Energy Efficiency’s CEO. “InSight Marketing, not only has a talented web design team, they also bring a strong overall vision to our company’s marketing to ensure our website plays an optimal role in our future marketing as our company continues to grow and expand.”

About InSight Marketing:

[InSight Marketing](#) brings sound strategic thinking with award-winning creative execution to its client’s marketing campaigns, while keeping “in sight” that marketing must achieve its client’s business objectives and provide a reasonable return on their marketing investment.

InSight Marketing is recognized as one of the leading marketing firms in the New York Metro area, including Westchester County, Fairfield and Rockland counties. In addition to web development and design, other services include: branding and strategic marketing, advertising, public relations, internet marketing, marketing communications and direct marketing. For further information about InSight Marketing visit www.insightmrktg.com or call 914-777-9700.

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Tags: InSight Marketing, Global Energy Efficiency, web development, web design, internet marketing, Rocco Cipriano, marketing program