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**FOR IMMEDIATE RELEASE**

## **InSight Marketing Retained to Launch New Marketing Campaign for Top Financial Services Computer Programming Company**

**Harrison, NY – January 14, 2013.** [InSight Marketing](#), an award-winning [Westchester County](#)-based marketing firm, has been retained to develop an integrated marketing campaign for [Gehtsoft USA, LLC](#), a top financial services computer programming company located in Paramus, NJ.

The campaign InSight Marketing is developing represents the first major marketing effort by Gehtsoft to firmly establish themselves as a dominant force in high-level custom computer programming. The integrated campaign includes revamping Gehtsoft's brand image, creating a new design and content for its website and developing a company brochure and other printed materials to support Gehtsoft's direct sales effort.

"Gehtsoft offers a real opportunity for my firm," said InSight Marketing president, Rocco Cipriano. "Here is a company that has achieved great success with minimal marketing. Our challenge is to demonstrate that a compelling and effective marketing campaign will make a dramatic impact on Gehtsoft's top line revenue."

One of Gehtsoft's top customers is Forex Capital Markets LLC (NYSE symbol: FXCM). FXCM is the largest non-bank futures commission merchant in the world. Besides financial services, Gehtsoft also does work for the Aerospace, Automotive/Transport, Energy and Utilities, Manufacturing, Media/Publishing, Telecommunications and Travel industries.

"One of my first responsibilities since joining Gehtsoft was to find a marketing firm that could provide a broad suite of marketing services with professional, high-quality, creative execution that was within our budget. InSight Marketing fit that bill on all accounts," said Emmet Ryder, Gehtsoft's VP of Sales and Marketing. "The experience and value InSight Marketing brings to the table has been invaluable in the successful launch of our company's first coordinated marketing effort."

### **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 our client's business objectives and provide a reasonable return on their marketing investment.

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. For further information about InSight Marketing visit [www.insightmrktg.com](http://www.insightmrktg.com) or call 914-777-9700.

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Tags: InSight Marketing, Gehtsoft USA, strategic marketing, Rocco Cipriano, marketing, marketing campaign, marketing program, website, brand image, brochure

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