



cc:Clients, LLC, Celebrates 10 Years in Business – Expands Content-Marketing Services

Press Release

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ATLANTA, July 23, 2013 -- cc:Clients, LLC, a content-marketing company headquartered in Atlanta, is expanding its news-based services and adding a Director of Sales and Marketing.

"We continue to grow after 10 years in business," said company co-founder and CEO Jeff Alperin. "We pioneered the process of selecting news for professional service firms to use in newsletters to their clients. Offering quality, targeted content to businesses is what we do, and recently we have seen an explosion of interest in what is now called 'content marketing.' We have expanded our scope of services to include pushing news content to other communications channels such as microsites and blogs."

cc:Clients provides targeted, tailored content to professional firms to include in newsletters, blogs and other platforms. Its unique "Editorial DNASM" process allows customers to define and focus news and content based on their clients' specific needs and interests, and direct that information to them in a timely, efficient manner.

The company expanded its focus over the past few months to provide more options for its customized news content and recently added former law firm chief marketing officer Carol Todd Thomas to the team as Director of Sales and Marketing. Ms. Thomas brings 25 years of experience working in the legal marketing field to the position and will guide the ongoing marketing and sales efforts of the company.

Doug Isenberg, co-founder and President of cc:Clients commented, "Everyone wants direct, targeted information provided in a timely fashion. That is exactly what we have been offering. As a result, we have updated our website to reflect our expanded services to our customers and created a logo to represent that concept – curated news content targeted to our customer's needs."

Both Mr. Alperin and Mr. Isenberg are attorneys who have a thorough understanding of the needs of professionals and their respective client base. Mr. Alperin graduated from the University of Chicago Law School and was in private practice before joining Information America where he served as COO. Mr. Isenberg, a former newspaper reporter and magazine editor, earned his J.D. from Georgia State University College of Law. He is well-known for his knowledge of internet law, authoring the book "The GigaLaw Guide to Internet Law" (Random House, 2002) and frequently speaking on news programs about legal aspects of the internet. He continues to practice law in addition to his role at cc:Clients. The two joined forces to launch cc:Clients in 2003.

cc:Clients provides curated news content to professional service firms through a proprietary "Editorial DNASM" process. Visit www.ccclients.com for more information.

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