

For Immediate Release**Contact:** Roy G. Miller
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972-692-7190 Fax**Survey shows business optimism for 2008 and a preference for practical businesses information***Marcom budgets on the increase in greater Dallas area*

WYLIE, TEXAS—Jan. 16, 2008—Approximately 1,000 business professionals in greater Dallas agree that 2008 promises to be a year of economic growth. The anecdotal findings are from an online survey produced by RGM Communications, a business communications company in Wylie, Texas.

“We created the survey to get a feel for what our clients and other business professionals are thinking about their new year, especially from an operational, sales and marketing perspective,” said Roy G. Miller, president of RGM Communications “We also asked gathered data about the value and validity of online communications, particularly RGM’s monthly **PRactically Speaking** newsletter.” The majority of survey respondents expressed optimism about the economy, and plan to increase their marketing communications budgets.

RGM recognizes the anecdotal nature of the survey, noting that survey results are not quantitative or statistically relevant. Regardless, Miller said, the survey results offer an interesting glimpse, especially since respondents largely represent small businesses.

Some of the survey results show:

- Almost 80 percent said they expect 2008 to be a stronger—or just as strong--economic year than 2007.
- 38 percent said they expect 2008 to be much stronger than 2007, another 38 percent reported “just as strong.”
- Almost 24 percent said they expected a weaker or much weaker economy in 2008.
- 41.9 percent said they are increasing their marketing communications budgets by more than 10 percent; another 39 percent said they were increasing their budgets or maintaining spending. About 20 percent said they were reducing marcom spending in 2008.

Other survey results focused on value and relevance of information they receive as a subscriber to RGM's **PR**actically Speaking [e-newsletter](#). For example:

- Almost 90 percent of newsletter readers rate quality of writing as Good or Excellent
- 73 percent report that their favorite aspect of **PR**actically Speaking is the "first story," followed by How-To information and Motivational stories. The first story typically focuses on practical communications advice, issue, trend or theme.
- 23.3 percent forward the newsletter to others but only 16 percent of readers save the newsletter, and 7 percent saying they print it to read it.
- Almost 96 percent say the value of the e-newsletter is Superior, Excellent or Good. About 50 percent rate value as Superior or Excellent. Only 3.33 percent rated it as Fair, with Poor not being included.

RGM Communications, based in Wylie, Texas, provides business-to-business marketing communications services. Services include media relations, analyst relations, employee communications, crisis communications and design/development and writing of brochures, blogs, Web sites, online newsletters, podcasts, videos and more. RGM provides communications services for clients, such as [Alternative Funding Resources](#), [Duck Business Acquisitions](#), [Nelson Westerberg](#) and [Tetra Point Fuels](#), among others. The company was founded by [Roy G. Miller](#), a 20-year communications veteran. He has worked for companies such as INFOMART, Micronyx, [The Dallas Morning News](#) and [VHA Inc.](#), and at two area PR agencies focused on business and technology accounts such as AutoTester, Fujitsu, iTKO and Xterprise, among others. Miller also serves as a board member and past president of the [International Association of Business Communicators/Dallas](#). For more information, contact RGM Communications at info@rgmcomms.com, call Roy G. Miller at 903-422-5117, or visit the Web site, <http://www.rgmcomms.com>.