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*[For immediate Release]*

### **Candela Sales & Marketing Celebrates its First Year!**

Tony Candela is excited to announce that Candela Sales & Marketing has just passed the one year mark. In its first year in business, Candela Sales & Marketing was able to accomplish a tremendous amount while CS&M founder Candela also accepts the accolades bestowed on a first time author.

"My original intent was to offer sales & marketing services to companies of all sizes. This has worked well, and I have worked with numerous clients in my first year, most of whom I expect to work with for years to come," remarked Candela. Candela Sales & Marketing's client list ranges from specialty retailers to manufacturers. Candela has continually expanded his [services](#) as a result and now offers:

- Press Release Development & Distribution
- Email Marketing Solutions
- Content Development for Marketing
- Technical Writing
- Sales Rep Program Development
- Tech Briefs *written in plain English*
- Installation Guides *written in plain English*
- Consulting & Business Development

In addition, Candela inked a deal with social marketing guru Steve Meade in April of last year which has been instrumental in the growth of Meade's web community. Candela had the following to say in regards to his relationship with Steve Meade, *"Since 2002, Steve has been relentless in building his reputation with enthusiasts as the expert in car audio. As a result, he now enjoys the best name recognition with consumers that I've seen any individual attain in my 20 plus years in the industry. His web site, <http://stevemeadedesigns.com>, currently has over 70,000 unique visitors and around 40,000,000 overall hits monthly. His You Tube efforts are simply hard to believe as he averages 85,000 views of his video collection daily. In June of last year, I launched the SMD Partnership program, which allows companies to take advantage of the tremendous traffic that Steve generates via his social marketing efforts."*

*"Candela Sales & Marketing has been great to work with. I prefer to spend my time building systems, filming, and posting and let Tony worry about the business side of things. This has really paid off, as we currently have 12 companies that have partnered with SMD as a result,"* commented Meade. Meade continued, *"It's all that I can do to keep up with myspace, facebook, twitter, You Tube, and my web site. Tony has done an excellent job of helping me to pull it all together."*



Candela's first book, [Automotive Wiring and Electrical Systems](#) which was penned in the year prior to the launch of CS&M, has been extremely successful and it was the best selling title in publisher CarTech's catalog in January of this year! As a result, he is under contract with CarTech to write a second book.



*"The first book left readers wanting to see even more hands-on examples and that is exactly what the second book will cover. Each chapter will cover all steps involved in completing the most popular electrical projects and upgrades that auto enthusiasts are likely to attempt. As in the first book, I'll do my best to refer readers to seek out difficult to find parts at car audio retailers,"* commented Candela. This book is underway and scheduled to be published in 2011.

2009 was a very busy year for Candela Sales & Marketing and Candela looks forward to another exciting year. If you would like to know more about the services that Candela Sales & Marketing offers, learn more about the SMD Partnership program, see examples of Candela's work, or discuss immediate needs that you may have, contact Tony Candela directly at (602) 999-0942 or via Email at [tony@candela-sales.com](mailto:tony@candela-sales.com).