



**FOR IMMEDIATE RELEASE**

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**LOJACONO PRESENTED TO BUFFALO SALES  
AND MARKETING EXECUTIVES**  
**Using Testimonials in Video Campaigns**

Amherst, NY – **Valmark Associates** founder and president Joe Lojacono was a guest lecturer at a recent Sunrise Series event sponsored by the Buffalo Niagara Sales & Marketing Executives. The talk entitled "*Using Testimonials in Marketing Campaigns: The Perils and Possibilities*" took place on the Bryant & Stratton Amherst Campus on Thursday, November 1. Highlighting success stories and video campaigns produced by Valmark over the years, the presentation provided the audience with a useful, while also entertaining, presentation. The talk featured TV spots produced for clients in the healthcare, financial services, and real estate development sectors, using customers, executives and actors for testimonials. Participants also had the opportunity to rate various national and regional video campaigns, using criteria discussed in the presentation.

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Valmark Associates LLC is a marketing consultancy about ideas. The agency improves marketing efforts by integrating client history, industry knowledge and a time-tested approach to generate ideas that are cost-effective, on-target and minimize risk. By choosing Valmark Associates, clients are selecting a process and a plan, not a product and a promise.

The firm provides marketing services for small, medium and even larger businesses that want to partner with an expert to execute all or part of their marketing programs.

The firm is headquartered at 4242 Ridge Lea Road, Suite 5, in Amherst, NY. Joe Lojacono is president of Valmark Associates.

For more information, visit their web site at [www.valmarkassociates.com](http://www.valmarkassociates.com) or contact Joe Lojacono at 716.572.2595.

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