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For More Information:  
Laura Rieder  
(206) 714-9834

## **LOCAL PROPRIETOR DOUBLES HER BUSINESS THROUGH ONLINE SOCIAL MARKETING**

### **Sweet Petula sales grew nearly 200% over past several months**

(Seattle, WA) With limited marketing funds and tight advertising budgets, Sweet Petula has continued to grow its business by smartly utilizing online social marketing to generate online sales. In early 2009, Sweet Petula began selling its products via [www.etsy.com](http://www.etsy.com), a website created for artist to sell their products. That lead to its first Facebook marketing campaign utilizing the Fan Page feature and building hundreds of friends and fans and then on September 1, 2009, Sweet Petula created its own online store launching [www.sweetpetula.com](http://www.sweetpetula.com). Since its launch of the Facebook Fan Page and its own online store front, Sweet Petula has seen upwards of a 200% sales growth over the past several months.

"I am always amazed at how loyal my online customers are! It's like having a little neighborhood store online. And to see such significant growth over the past several months is just icing on a very delicious cake," said Sweet Petula proprietor Cory Smith.

Cory Smith is the proprietor of Sweet Petula, Inc., a company that she formed in the fall of 1994. Sweet Petula features the finest in Bath, Body, Home and Pet luxury products and Cory has been making her own hand-crafted products by mixing the finest ingredients that nature has to offer. Her products have received national accolades including write-ups in Lucky Magazine, Seattle Magazine and were the featured "Look What We Found" item in the Beauty section of O Magazine.

Her brick and mortar shop is located in Seattle's Pioneer Square at 208 Jackson Street. In addition to the Sweet Petula line, Cory Smith has created the Good Clean Dog, a complete line of handmade pet products that even includes a spa kit for your dog. For more information, go to [www.sweetpetula.com](http://www.sweetpetula.com).

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