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Hatch PR to promote lifeline for UK SMBs

10 February, 2009 - Birmingham, UK - Hatch PR today announced a new client win as it engages with Business IT Online, owned by Farrellsoft, to promote a new e-commerce offering and one-stop-shop for small to medium-sized businesses (SMBs) in the UK.

Hatch PR was appointed at the end of January 2009 following a three-way agency review. Hatch will focus on promotion of the new e-commerce offering to increase Business IT Online's user community, currently at 40,000 registered SMBs.

"We are passionate about the plight of small businesses, being one ourselves," said Hatch PR owner Emily McDaid. "The government bailout has proven ineffective for a large proportion and business failures across the UK soared 18.2 per cent higher in 2008 than in 2007. In this climate, SMBs require efficiency measures as a matter of survival. Software-as-a-service can be the very lifeline they need, and Businessitonline.com has nailed the one-stop-shop, community-based model."

Farrellsoft owner David Cruickshank said: "Hatch PR impressed us with its ability to act quickly and its commitment to flexibility, and having come highly recommended to us in the technology sector, we're excited for them to promote our new offering. Our whole focus is about helping SMBs survive this dire economic situation - but with clever efficiency savings, they can come out fighting."

The account will be led by Emily McDaid and Chris Lee of Hatch.

About Hatch PR

Hatch PR is a boutique public relations consultancy for the digital world bringing flexible, proactive and creative PR. Hatch was formed in March 2008.

In today's economic climate, digital companies require flexible, cost-effective solutions to generate awareness and raise brand visibility in their markets.

Hatch philosophy is that the impossible can be achieved, by tapping into a network of highly experienced, specialist PR professionals who provide smart PR without breaking the bank.

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