



Blue Truck Accelerates Production with Planned Growth

FORT LAUDERDALE, FL (May. 22, 2013) – Blue Truck Productions was awarded a contract to produce 11 video segments for Planned Growth in 2013.

Planned Growth, a company specializing in marketing and web services, will use each two-to three-minute video to help potential customers understand the meaning and value of specific services such as Drip Marketing, QR Marketing and Search Engine Optimization (SEO), and how they contribute to the customer’s profitability and success.

Chris White, president of Planned Growth, wants to lift the veil on industry buzz terms that often elude small business owners. “Many times, business owners are given an alphabet full of acronyms and confusing marketing buzz words and are told they need it all to survive,” White said. “Our goal is to demystify those concepts with concise videos that explain exactly what something is and how it affects the bottom line.”

Planned Growth is Blue Truck’s newest customer and shows the company’s client versatility. The videos will be fast-paced and “to-the-point,” providing optimal content for viral sharing across popular social media channels.

Planned Growth, whose slogan is “Success is a Planned Event,” is a client-focused organization that offers marketing and web services from turnkey campaigns to specialized, select tactics such as web design and mobile marketing to help customers grow their businesses. They also have a commitment to assisting nonprofits gain visibility for their cause. For more information, visit www.plannedgrowth.com.

Kristin Pelletier, president of Blue Truck Productions, will serve as producer and director of the video series. Blue Truck Media, Inc. a Florida-based corporation, which specializes in the writing and creative development of original screenplays, television programming and books, and offers customized video production to corporations. For more information, visit www.bluetruck.tv.

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