



Breaking Entrepreneurial News

A weekly look at the latest products and services designed to help you run a better business.

By: **Tamara Schweitzer**

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British Invasion

When it comes to finding new business leads or developing contacts, many smaller public relations firms and marketing agencies are often not equipped to conduct a comprehensive search. Enter Pearlfinders. The London-based business intelligence company recently announced an expansion into the U.S. market.

In order to identify new opportunities for its clients, Pearlfinders searches all relevant industry news articles and provides a summary of its findings. In addition to public relations and marketing firms, Pearlfinders caters to media, digital, creative, and design agencies by assisting them in new business development.

Additionally, Pearlfinders interviews senior brand decision-makers to learn more about their marketing-communications plans and where the brands are spending their dollars. Pearlfinders then interprets the results for its clients and provides an analysis on how to approach the decision-makers in the organization with which the company wants to do business.

"We give smaller agencies the scope to win the big business that will help them grow," Pearlfinders director Louise Foley said. She says that Pearlfinders' services are especially relevant for agencies that are just starting out, in their first or second years of operation.

For more information, visit www.pearlfinders.com/us