

# FastTrack

## Marketing

### More service businesses make use of technology

Professional service firms are applying technologies to their marketing activities, according to a new national study.

The study, by Expertise Marketing of Concord, said that while firms use such technologies as Web pages, faxes, and CD-ROMs to promote themselves with the public, much of their marketing technology is used primarily to automate information obtained through traditional marketing activities.

For example, while 75 percent of respondents use contact databases as part of their marketing programs, only 30 percent take advantage of their databases' potential for mining and using valuable information.

Expertise interviewed more than 300 professional service firms between October and December 1998.

BRIAN O'NEILL

## Dateline

- ◆ **128 Venture Capital Group**, monthly breakfast networking meeting, 7:15 a.m. tomorrow, Marriott Newton; \$35 entrepreneurs, \$40 capital/management, \$45 services/consultant. Information, 781-259-8776.
- ◆ **The Homebased Businesswomen's Network Inc.**, Solving Business Problems, 7 p.m. tomorrow, Village Green Restaurant, Danvers, free. Information, 978-750-1888.
- ◆ **Women's Business Network**, Role Reversal: One Woman's Perspective of Caring for the Elderly, 7:30-9:30 p.m. Friday, Wellesley College Club; \$25 guests and nonmembers. Information/registration, 781-235-2446.
- ◆ **Northeast Business Environmental Network**, breakfast meeting, guest speaker Bob Durand, state secretary of environmental affairs, 7:30 a.m. April 14, Waters Corp., Milford; \$20. Information, 978-557-5475.
- ◆ **Cambridge Business Development Center**, Getting Started in Business, workshop, 6-9 p.m. April 12, 675 Mass. Ave., Cambridge; \$15 Cambridge residents, \$20 nonresidents. Information, 617-319-4690.