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NEWS RELEASE

PHILADELPHIA
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McDay LLC announced that it has recently signed a marketing communications agreement with Deacom, Inc. to assist Deacom with its public relations and other marketing communications needs.

Natalie McLaughlin, President of McDay said, “the agreement is open-ended, and the PR program was started with our writing a technical article outlining the benefits of Deacom’s ERP software.”

Deacom, a Wayne, PA based producer of software and accounting for building and process manufacturing companies, has had rapid growth and expansion over the last year. The company does not outsource any of its software development services. They elected to outsource part of its communications efforts to capitalize on its staff’s capabilities and rely on McDay’s expertise and experience to support Deacom staff.

Susan Shaw, marketing communications manager for Deacom, said “the company interviewed other PR/communications firms before settling on McDay.” She went on to state that McDay’s technical writing capability was instrumental in their decision. She reported that the Deacom president, Jay Deakins, was very impressed with the first article and was “confident in the technicality of the writing.”

About Deacom

Founded in 1995, Deacom is a leading producer of accounting and Enterprise Resource Planning (ERP) software for building component, manufactured housing, process, and mixed-mode manufacturing companies. Deacom's mission-critical accounting and ERP software system integrates all areas of a company, from production and labor tracking, to order entry and invoicing.

About McDay

McDay serves regional and national business-to-business marketing clients, providing web development, public relations, advertising, Internet marketing, and email and direct mail programs for these companies. McDay is proceeding toward WBENC certification for women-owned businesses, one of the most widely recognized and respected certifications in the nation.

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