

## **Boulder Marketing Agency Announces Another New Client**

*Prosperity Organic Foods engages SmartClick AdWorks to lead strategic online marketing program for great tasting organic butter alternative, Melt®.*

BOULDER, Colo.- SmartClick AdWorks LLC, a Boulder-based online marketing agency, today announced a new client, Prosperity Organic Foods, Inc.- a fast-growing organic foods company based in Boise, Idaho. SmartClick AdWorks will represent, Rich & Creamy Melt® - a great tasting, organic butter alternative with a host of healthy benefits. SmartClick will assist in online marketing efforts including Blog Outreach, Online Social Media, and Search Engine Optimization.

“We’re really excited to be working with the team at Melt. The brand has huge potential,” says Glen Spencer, President of SmartClick Ad Works. “We love working on consumer product brands.”

Prosperity Organic Foods Founder, Cygnia Rapp, developed the Melt product in 2007 after she was diagnosed with digestive disorders that took the fun and flavor out of eating. After being placed on restrictive diet that severely limited her intake of fats and oils, Cygnia set out to create a better butter substitute. Through tireless research into healthy fats and oils, she came up with the perfect blend: featuring organic virgin coconut oil and other healthy oils that ultimately became Melt.

About Prosperity Organic Foods, Inc.

Prosperity Organic Foods, Inc. provides great tasting products of superior quality through innovative uses of healthy fats and oils that allow consumers to eat better, feel better and live better. Melt®, is the company’s debut product aimed at consumers seeking naturally great tasting and healthful food choices.

About SmartClick AdWorks LLC

SmartClick AdWorks is an online social media and search engine marketing agency based in Boulder, Colorado. They manage clients' online marketing and advertising using cutting-edge technology and out-of-the-box thinking to build their clients' online presences. Through creative



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Online Social Media + Search Engine Marketing

approaches to Facebook, Twitter, YouTube, blogs, viral web sites, online PR, search engine optimization, and pay-per-click marketing, clients are finding that hiring SmartClick AdWorks is far less costly than building an in-house marketing department. <http://www.smartclickadworks.com>

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