

IHM's TV Campaigns Can Reach More Than 100 Million TV Households in the U.S.

BOCA RATON, FL, UNITED STATES,
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EINPresswire.com/ -- TV is one of the
best ways to introduce new products to
millions of consumers.

This is why [InHealth Media](#) has added
TV as a core strategy in its marketing
campaigns for health, wellness and
self-care brands.

"We have a partnership with a TV
syndicate that can place our health,
wellness and self-care products on
lifestyle and business shows that air
nationally and regionally in the top
markets in the country, including New
York, Los Angeles, Atlanta and Miami," said [Mitch Gould](#), CEO and Founder of IHM and
[Nutritional Products International](#). "We can reach more than 100 million TV households across
America as coordinated by internationally-regarded brand analyst and strategist Merilee Kern,
MBA, NPI's director of TV promotion."

"Merilee is the founder, executive editor, producer and host of various lifestyle and business TV
segments that air throughout the U.S.," Gould said. "As a marketplace trends pundit, Merilee
identifies and reports on the new and innovative must-have products consumers need and will
want."

"We are proud that Merilee joined our team at NPI," Gould said. "We are getting our clients onto
premier TV shows in notable markets throughout the U.S."

IHM supplements its TV campaigns with strategic PR, outreach to media professionals, and
online marketing.

"IHM offers a multi-prong marketing plan to promote our clients' brands and products to
consumers," he added.



Mitch Gould, the founder of NPI, is a third-generation
retail distribution and manufacturing professional.
Gould, known as a global marketing guru, has
represented icons from the sports and entertainment
worlds such as Steven Seagal and Hulk Hogan.



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*Mitch Gould, CEO and
Founder of IHM and
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International*

Gould said IHM is a major component of his "Evolution of Distribution" platform.

"I developed the "Evolution of Distribution" platform because I realized companies trying to expand their presence in the U.S. or launch new products here faced many costly obstacles.

"They could spend hundreds of thousands of dollars with Madison Avenue marketing agencies," Gould added. "All these costs kept increasing for the brands until they no longer had a sustainable profit margin."

With the "Evolution of Distribution," Gould brought all the professional services that brands need together in a

simple to understand and affordable package.

"When you work with NPI and IHM you get a veteran sales team, top-notch marketing, regulatory compliance expertise, and logistical help," Gould said. "We are experienced in all facets of product launches."

For more information, visit Nutritional Products International and InHealth Media online.

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