Marketing VIP Launches to Take Marketing Off the Owner's Plate

New managed marketing platform gives dental practices, contractors a way to run sophisticated marketing without it falling into owners workflows



VIP allows you to market the business you want

MILWAUKEE, WI, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- For many growing businesses, marketing has become one more responsibility sitting on the owner's desk.

The dentist is reviewing social posts between patients or after hours. The managing partner is approving website copy between client matters. The contractor is thinking about lead generation while trying to keep crews busy and projects on schedule.

Marketing matters. But running it was never supposed to become their second job.
That is the problem **Marketing VIP**, a new managed marketing platform from Web Search Professionals , was built to solve.

Marketing VIP gives dental practices, law firms, contractors and other growing businesses a coordinated marketing operation without requiring them to build an internal department or personally manage a collection of agencies, freelancers, software platforms and AI tools.

The goal is simple:

Take marketing off the owner's plate without taking the owner out of the important decisions.

“Most business owners don’t want to become marketers,” said **Rudy McCormick, founder of Web Search Professionals and Marketing VIP**. “They want good marketing. They want to know the right things are happening. But they don’t want to wake up every morning wondering what needs to be posted, which campaign needs attention, whether the website is being updated, or who is supposed to move the next project forward.”

Marketing VIP was created to give businesses something many struggle to achieve: a marketing function that keeps moving even when the owner is busy running the company.



Web Search Professionals specializes in Digital Marketing and AI Integration



Marketing VIP is an AI augmented marketing platform for small business

From More Tools to Actual Execution

Businesses today have access to more marketing technology than ever.

They can buy software for email, social media, analytics, websites, automation and customer relationship management. Artificial intelligence can generate content and ideas in seconds.

But somebody still has to decide what matters.

> Most business owners want to know the right things are happening, not what needs to be posted, which campaign needs attention, or whether the website is being updated.”
>
> *Rudy McCormick*

Somebody has to determine which services to promote, which markets to target, what campaigns should run, what needs approval and what success should look like.

In many companies, that responsibility eventually falls back on the owner.

“That’s the part technology alone doesn’t solve,” McCormick said. “Every new tool promises to make marketing easier, but somebody still has to operate the tool, make the decisions and keep the work moving.”

Marketing VIP brings strategy, campaign planning, content development, approvals, publishing workflows and measurement into one managed process. Web Search Professionals helps operate that process while clients remain involved in the decisions that require their expertise.

Instead of asking the owner to run marketing, the system is designed to let them **guide, approve and stay informed while the work continues around them.**

Built for Businesses Where Leadership Time Matters

Marketing VIP is initially focused on **dental practices, law firms and contractors**, three industries where owners and senior professionals often have far more valuable things to do than manage day-to-day marketing.

For a dental practice, that might mean building visibility around priority services without turning the dentist or practice manager into the marketing department.

For a law firm, it could mean coordinating campaigns around practice areas, attorney expertise and client development while keeping attorneys involved in review without requiring them to manage the process.

For a contractor, it may mean promoting profitable services, specific territories or seasonal opportunities while the owner stays focused on customers, crews and operations.

“The owner should absolutely be involved in the strategy,” McCormick said. “They know the business better than anyone. But being involved in the strategy is very different from being responsible for running the marketing operation.”

AI as Leverage, Not Another Job

Marketing VIP uses artificial intelligence throughout parts of the marketing process, but the company is deliberately not positioning AI as a replacement for experienced marketers.

Instead, AI is used to increase the speed and capacity of the marketing team.

“AI can create marketing,” McCormick said. “Someone still has to run it.”

The platform uses technology to support research, campaign development, content creation, workflow management and analysis, while human marketers remain involved in strategy, review and execution.

The philosophy behind the platform is straightforward:

Technology should reduce the amount of marketing work the client has to manage, not create another system they have to learn.

A Managed Marketing Operating System

Marketing VIP is designed as an alternative for businesses that have outgrown DIY marketing but do not necessarily want the cost or complexity of building a full internal department.

The company describes the model as a **managed marketing operating system**: technology, process and experienced marketing support working together to keep marketing moving.

The client maintains visibility and control.

The marketing team takes responsibility for execution.

“If Marketing VIP is working the way we intend it to, the owner should spend less time thinking about marketing tasks and more time thinking about the business,” McCormick said.

“They stay involved. They stop carrying it.”

Marketing VIP is now live and accepting businesses interested in seeing the platform and managed marketing model in action.

For more information or to request a demonstration, visit **GetMarketingVIP.com**.

About Marketing VIP

Marketing VIP, developed by Web Search Professionals, is a managed marketing platform designed to help growing businesses run coordinated marketing programs without building a full internal marketing department. The platform combines technology, strategy and human execution across campaign planning, content, approvals, publishing and measurement.

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