



About TwentySix2 Marketing



The Online Marketing Challenge

There are literally hundreds of ways to promote your business online, including traditional search engines, pay-per-click search engines, industry portals, vertical directories, blogs, online articles...and the list goes on. The challenge of creating an effective online marketing strategy is sorting through all of your options and selecting the right marketing mix to achieve maximum website visibility, customer conversion and return-on-investment.

What Are the Benefits of Hiring TwentySix2 Marketing?

The goal of our marketing services is to maximize the visibility of your business online, drive more traffic to your website, convert more "browsers into buyers" and maximize your return on investment. So how does this mission translate into benefits for you and your business?

- Increased revenues
- Reduced print ad and direct mail expenses
- Enhanced brand awareness and exposure
- Distinct competitive advantage online
- Maximum return on investment in your website

Who is TwentySix2 Marketing?

TwentySix2 Marketing is a full-service, digital marketing agency that specializes in Internet marketing and web design. Our services include search engine optimization, pay per click marketing, Internet marketing, web site design and email marketing. The primary objective of these services is to assist our clients in attracting, persuading, converting and retaining more customers online.



Our Mission Statement

Our mission is to help our clients gain and maintain market leadership online by:

- Maximizing website visibility
- Increasing targeted, qualified website traffic
- Converting browsers into buyers / generating sales leads
- Maximizing return on investment in online advertising

What Makes TwentySix2 Different?

Online marketing is about more than clicks and conversions. At the end of the day, we are in the business of helping companies reach their full potential online. Our project management team provides a balance of strategy, technology, education, service and deliverables that will exceed your expectations.

Holistic Approach – We differentiate ourselves from other SEM agencies by focusing on the big picture and helping our clients with all aspects of building a successful business online. We can provide expertise on everything from blogs to search engine marketing to website conversion.

Website Conversion Optimization – We help our clients increase conversions by performing an in-depth website usability analysis and by optimizing 'call to action' pages. Whether your 'call to action' is to purchase online, complete an online form, or download a PDF, we can help you maximize visitor conversions.

Advanced Search Engine Optimization (SEO) Services – Most SEO firms provide META data and search engine submission services, but they fall short when it comes to on-page content optimization and off-page link building. These services are critical to achieving natural search rankings, and TwentySix2 Marketing provides both.

Search Marketing Expertise – Search engine marketing is our core business. We have the experience required to implement technically challenging SEO programs and manage complex paid search campaigns. TwentySix2 Marketing is a member of the Search Engine Marketing Professional Organization. We adhere to 'white hat', SEM best practices in all cases.

Pay Per Click Marketing Experience – TwentySix2 Marketing manages thousands of keywords and millions of ad dollars in pay per click advertising. We leverage industry leading campaign management tools and website analytics technology to manage paid search and online media campaigns.

Seasoned Employees – All of our account managers are Google AdWords Qualified and Yahoo! Ambassador Certified. In addition, we provide ongoing, internal training programs so our employees keep pace with constant changes in the search business.



Relationships with the Major Search Engines – TwentySix2 Marketing has strong relationships with all of the major search engines, including Google, Yahoo!, AOL, MSN and Ask. We have preferred agency status with most search properties.

Advanced Campaign Management Tools – We utilize leading-edge website analytics tools to test, measure and optimize online marketing campaigns. We provide insight that will guide decision making and ensure your marketing dollars generate profitable sales.

Measurable Results – The Web provides marketers with a unique opportunity to track and measure almost all online marketing efforts. All of our SEO and paid search campaigns are tracked and measured against campaign benchmarks and business goals.

Return on Investment – We provide technologically advanced website analytics that measure the effectiveness and profitability of all online marketing channels. We constantly test, measure and adjust your online campaigns to increase profits.

Online Marketing Roadmap – At the completion of your project, you will be better educated and have a roadmap for success online.

Our Client List

If a client list is any indication of success, then TwentySix2 Marketing has made its mark on the Web. We have worked with well over 300 businesses from small start-ups to Fortune 500 clients. For a list of references, just give us a call.

Small Business Clients

- **Amelia Island Resort** Property Management / Resort Rentals
- **Berkeley Hall** Real Estate / Private Golf Community
- **Blooming Cookies** E-Commerce / Cookies & Gifts
- **Fabric.com** E-Commerce / Fabric
- **Internap** Telecommunications / Technology
- **Koo Koo Bear Kids** E-Commerce / Furniture & Accessories
- **Post Properties** Apartment Communities
- **ResortQuest International** Vacation Home Rentals
- **Rosewood Hotels and Resorts** Luxury Hotels
- **Used Golf Ball Deals** E-Commerce / Golf



Fortune 1000 Clients

- **AutoTrader.com** Consumer Goods / Online Classifieds
- **ChoicePoint** Information / Identification Services
- **Coca-Cola** Consumer Goods / Beverages
- **Cox Enterprises** Information / Directory
- **Earthlink** E-Commerce / Technology
- **Gaylord Entertainment** Travel / Luxury Hotels
- **Georgia Pacific** Consumer Goods / Home
- **Mitsubishi** Consumer Goods / Electronics
- **Verizon Wireless** Telecommunications / Cell Phones
- **Wrangler** Consumer Goods / Clothing

Next Steps...

For more information about TwentySix2 Marketing or for a free evaluation of your website, please call us at **404-541-9780** or toll free at **1-800-972-9427** or visit us online at **TwentySix2.com**.