

TwentySix2 Marketing Manifesto



Most online marketing agencies confuse activity with progress, reports with results and hype with reality. At TwentySix2 Marketing, our only goal, objective and mission is to provide our clients with high-impact results that positively impact the bottom line. We believe:

Marketing should work.

Our biggest challenge as online marketers is selecting the most efficient and effective online marketing channels for our clients. We must help our clients attract, persuade, convert and retain more customers, more profitably.

Marketing should be holistic.

Marketing is about connecting a company with the right customers using the right channels with the right offer at the right time. We must create online marketing campaigns that engage customers wherever they are, whenever they are ready to buy.

Clients should profit.

Our most important job is to help our clients grow their business by maximizing sales and profits. We must spend our client's money wisely and ensure that every dollar spent makes a difference.

Expertise should matter.

Our only competitive advantage is our expertise. To stay on the cutting edge, we have to keep up with industry trends and share our knowledge internally with employees and externally with clients.

Employees should be passionate.

People that succeed in our business are smart, hard working and passionate about Internet marketing. We love what we do, and we must share our passion with others.

Work should be fun.

Work-life balance is critical to long term success. We must recognize and reward individual commitment and performance and build a company that is smart, fun and vibrant.

Clients should smile.

We got in this business because we love helping people build successful businesses. If we do our job, we become our clients' trusted advisors and friends.