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DIGITAL MARKETING SPECIAL

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25 Most Promising Digital Marketing Solution Providers - 2016

The ideal task of a marketing team in any business is to shepherd a product or service along its journey from assembly until it reaches an end consumer's hands. The length of this process is packed with a number of meticulous tasks ranging from creating product awareness to brand consideration and sales to conversion. Adding to this is the advent of the newfangled strategies such as inbound marketing and content marketing, where marketers lure prospective customers, right from the confines of their workstations, by mass mailers, publishing whitepapers, and prolific customer testimonials.

To make a marketing team's life easier, several technology providers have invested heavily in infrastructure and trends like mobility, analytics, cloud, and big data to offer industry specific marketing solutions as a service (SaaS). These solutions, combined with ample data sources, place a wealth

of insightful information at the decision maker's disposal. Businesses are perched at an advantageous spot as they can cater to the varying needs of a demographic crowd through capable personalization methodologies like geo-targeting, wearable gadgets like the Apple watch, and augmented reality-aided customer experience enhancement.

In an effort to help marketers address a more sophisticated customer base, a panel of prominent CEOs, CIOs, VCs, analysts, along with the CIOReview editorial board has assessed scores of marketing solution providers and picked out a list of prime choices.

We have considered the vendor's ability in designing and building advanced solutions that cater to industry specific needs, at the same time adding to the functional and productive flair of marketing. We present to you CIOReview's 25 Most Promising Digital Marketing Solution Providers 2016.



Company:
Mannix Marketing

Description:
An internet marketing specialist helping companies achieve greater ROI

Key Person:
Sara Mannix
Founder and CEO

Website:
mannixmarketing.com

Mannix Marketing

The Magic Wand for Internet Marketing

Way back in 1995, Sara Mannix, Founder and CEO, Mannix Marketing posed a question to the webmaster she was working with, “How do we get to the top of the search engines?” Back then with no supporting resource, he could only say, “That’s up to you—no one knows how to do that.” After a year of sustained effort, Sara figured out that the secret lies in the effective use of keywords and SEO (search engine optimization which means helping sites rank well in the search engines). In 1996 Mannix Marketing was born to help businesses ‘get found on the web’. “Our expertise is in integrating top website design and development with search engine friendly techniques that enable businesses to get on top of the search engine results,” says Sara.

Today, Mannix helps companies attract more traffic by developing custom websites that are designed to be search engine friendly with both SEO and conversation rate optimization. This provides a better user experience and improves search engine ranking. The company’s focus is based on crafting new search engine optimization strategies, websites for mobile, building more traffic, improving the conversion

“Our expertise is in integrating top website design and development with search engine friendly techniques that enable businesses to get on top of the search engine results

rate and increasing total sales. “All of our websites are built in responsive design with clean, fast loading code. This provides a better user experience and improves search engine ranking,” says

Sara. Additionally, Mannix provides several inbound marketing techniques. It is an elaborate process of attracting potential customers to their website, educating the in-house teams by providing high quality information, and then converting the information into leads and customers. Mannix’s email marketing campaigns further helps companies to keep in touch with current and prospective customers, nurturing prospects, and promoting new offers as well. “During the design and development process, our digital strategists ensure all the campaigns result in higher rankings, more qualified traffic and more sales for our clients,” says Sara.

In one instance, the company performed an inbound marketing campaign for a client in the financial services industry. The campaign involved an elaborate use of prospective keyword research tools by creating new website content to attract and educate prospects, and increase lead generation. Mannix further developed an email campaign to drive more potential clients to the company’s website. “This campaign won the U.S. Search Award for Best Use of Search—Finance in 2014,” extols Sara.

Sara is focused on making Mannix the right marketing company that can amalgamate with in-house teams by

communicating effectively, and working towards reaching the established goals. “It is critical that the marketing agency and in-house team are on the same page for building short and long



Sara Mannix

term strategies and achieving the business goals,” says Sara. The company helps clients understand the marketing trends, choose correct automation tool and effectively utilize the power of mobile application at the right time. “The uniqueness of our services lies in the ability to optimize the content for reaching a greater audience through effective SEO, extend the availability of the content by connecting with industry influencers, and utilize social media marketing to keep it all spinning,” says Sara.

For the coming years, Sara foresees, “As the needs of companies continue to evolve, one thing will remain constant—the need to cost-effectively build awareness for their products.” Being aligned with the requirement of businesses, Mannix will continue to utilize their strategic solutions for helping businesses get found online, generate leads, and increase sales with their in-house team of professionals who’re specialized in web design, development, SEO, pay-per-click, and social media. **CR**