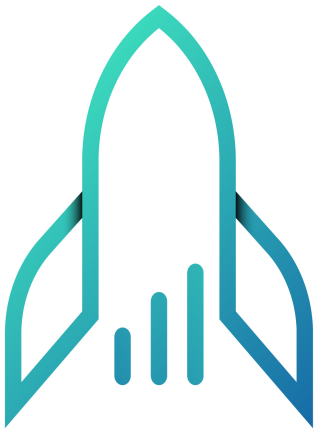


MISSION TO MARKET

Mission To Market Launches New Website

March 12, 2019

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Mission To Market, a full service digital agency based in Carmel, IN, has announced that they have launched a new website, which reflects a bold new brand design. The company has the goal of helping out their clients in reaching out and connecting to the audience of their business or brand at scale. Their range of services include paid media, search engine optimization (SEO), web design, and branding.

Cody Harvey, co-founder of Mission To Market, says, ?We are excited to have launched our new website with its bold new brand design. With this new website, we feel that we are ready to help business people get their brand found and boost their business.?

Just a few months ago, Mission To Market had announced that they have added conversion rate optimization (CRO) to their list of services. CRO is a system for boosting the percentage of website visitors that become customers or respond positively to a call to action on a web page. CRO is vital because it allows the business to reduce customer acquisition costs with result of increasing revenue per website visitor, getting more customers, and growing the business.

Cody Harvey explains that SEO provides businesses with one of the most potent online marketing benefits. While search engines may select which web pages get first page ranking, there is a science and

craftsmanship on how that functions. The SEO experts at Mission To Market make use of both art and science to improve a business? rankings. These methods are based on proven data based techniques that have been found to provide significant improvements in search engine rankings.

Meanwhile, web design is one of the key services offered by Mission To Market. Here, their main goal is to create a web destination that is able to convert visitors into customers. As demonstrated by their newly launched website, they believe that a website must be able to provide a highly accurate visual representation of brand identity while also serving as a catalyst for business growth. The website must also define the business? culture and represent the most up-to-date in both data science and design. In their web design service, they design and apply strategies that produce intuitive interactions with the goal of driving sales and purchases.

Mission To Market is also capable of developing the right digital marketing strategy for a client. With the wide range of digital marketing techniques available, ranging from search, social marketing, to email marketing, choosing which methods to use is a challenge for many businesses. Cody Harvey points out that each digital market channel has its own specific tactics that are required to achieve success. All of these, such as website personalization, email automation to programmatic, retargeting and content for organic search, have to be analyzed and prioritized. The key to their approach to enhancing digital marketing is benchmarking, which means comparing the client?s current status to where the business has to be in the future.

And with regards to their branding service, Mission To Market begins by conducting a brand audit that offers an overview from which feedback and suggestions could be gained in order to enhance the effectiveness of the client?s current program. By using the data from the brand audit, the company would be able to develop a comprehensive branding plan, which in turn, offers a guideline and benchmarks for positioning and messaging. The company believes that it is so easy for businesses to wander around, considering various ideas until they find themselves so far away from their original goals or plans. It is a clear brand strategy that will help the business stay focused in terms of branding.

Mission To Market was established in November 2017 by Stephen Twomey and Cody Harvey to provide digital marketing services for businesses in the Indianapolis area. Stephen Twomey serves as the Director of Marketing while Cody Harvey is Head of Sales. Their offices are found in Carmel Indiana, which is a suburban city on the northern edge of Indianapolis.

Those interested in finding out more about the services provided by Mission To Market can visit their website or contact them by phone or by email.

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Mission To Market

Mission To Market. It's more than our name, it's our calling. We help companies create compelling stories that engage new customers and create long-lasting profitable sales relationships.

Design-Branding-Content-Social-SEO

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