

ESTMKTG

Backgrounder

Headquartered in Fairfax City (VA-USA) and founded in 2009, Eric S. Townsend Marketing (ESTMKTG) provides a wide variety of marketing services to individuals, small businesses, challenger brands, and household names on five continents.

Services fall under three categories: building a brand, increasing visibility, converting leads to sales. Approach is often informal, though the company has developed a methodology called RIDE (research-ideation-design-embarkation). Specialty is internet marketing, which encompasses search engine optimization, website development and social media networking.

ESTMKTG can be hired on a project basis or annual retainer. Projects bill hourly or via flat rate. Retainers feature a flat weekly payment plus a single or scaling percentage of revenue to account for performance.

The company is lead by founder Eric S. Townsend, a renaissance man and supercreative. The award-winning marketer began his career in graphic design and copywriting. Townsend collaborates with a team that includes Morgan Benton (website development and hosting), Lynn Carter (consultative sales and business coaching), Xi Lin (3D and motion artist), Greg Berger (video production and editing), and April Sims (photography).

The current recession has fueled growth in the marketing industry, specifically the internet marketing segment. More new businesses are being launched, and established enterprises are moving more of their marketing budgets online. eMarketer has projected industry revenue to nearly double in the near term, from \$10.7 in 2010 to \$19.5 billion in 2013.

Eric S. Townsend has been recognized for excellence by the Society for Marketing Professional Services (1999), *PR Week* magazine (2004), *Washington Business Journal* Book of Lists (2004), the American Marketing Association (2005), the Webby Awards (2005), and the Service Industry Advertising Awards (2010). Spotlit on Washington DC's *WTOP Radio* (2010) by "Man About Town" Bob Madigan, the 2009 Edward R. Murrow Award winner.

In 2010, the company launched a bold new catalog called *The Business Growth Suite*. The publication highlighted a number of turnkey marketing packages, including a first take at offering search engine optimization (SEO). In 2011, that offering advanced into the breakthrough "SEO Primed" and "From Backyard to Bangkok" services.

Two forthcoming vehicles will help consumers to leverage the internet even more easily. A three-tiered webinar program and a series of children's books will entertain and empower consumers by making game-changing aspects of search engine marketing fun to employ.

For additional information, please explore our website — www.estmktg.com.