



.Com Marketing Acquired by EdgeCore

Digital marketing innovator unites with direct marketing powerhouse

ORLANDO, FL, USA, May 19, 2014 /EINPresswire.com/ -- [.Com Marketing](#) has been acquired by EdgeCore, a direct marketing agency based in Cedar Falls, Iowa. The new entity combines direct marketing and creative development experience with industry-leading [digital marketing services](#) to deliver complete solutions that enable brands to engage customers online and offline.

Founded in 1997, .Com Marketing was one of the world's first interactive agencies. The award-winning agency specializes in lead-generating search engine marketing, SEO, digital advertising, social media and consulting for a diverse portfolio of internationally-recognized brands, including Marriott, Tony Roma's and Amateur Athletic Union, among others.

The combined agency's executive management team will be led by EdgeCore Chief Executive Officer Scott Stackhouse and Chief Marketing Officer Devin Range. .Com Marketing will continue to operate in Central Florida as a business unit of EdgeCore led by agency founder and Orlando native Hillary Bressler, one of the nation's authorities on online marketing and an industry innovator.

"The way consumers interact with brands has irrevocably changed because there are now thousands of channels influencing their purchasing decisions," said Bressler. "Making a seamless connection among these digital and traditional channels is the secret sauce to a successful marketing campaign. That's precisely what the combination of EdgeCore and .Com Marketing delivers."

".Com Marketing's digital roots run as deep and as far back as 1997 when they were executing search engine optimization and digital media strategies for national clients at a time when flying toaster screensavers were still the norm," said Stackhouse. "Few agencies can bring that kind of digital experience to the table, and joining forces with .Com Marketing uniquely positions us to offer brands a way to unify customer experiences across any channel."

Together, EdgeCore and .Com Marketing power results-oriented direct marketing, digital advertising, social media marketing, search marketing and optimization campaigns, enabling brands to distribute creative content efficiently across earned, owned and paid media channels.

"What we're seeing in the market is brands moving quickly to try to engage customers wherever they are, but discovering that few agencies are actually equipped to deliver campaigns that reach customers online and offline," said Range. "The combination of EdgeCore and .Com Marketing enables brands to tie together all forms of communication so they can reach and engage customers whether they're checking their mailbox, relaxing with their iPad, or updating their Facebook status."

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