

Get Ready to Rock the Web

The Fortune Web Marketing team doesn't just think outside of the box; they flip it over, kick it down the street, and then do cartwheels.



Photo by Chris Marlin (chrismarklein.com)

“We don't do business to business. We do person to person,” says Jennifer Rae Schulman, President of Fortune Web Marketing. “We create web presences that connect our clients with their customers in ways they might not have experienced before.”

The talented Fortune Web team is all about creating lasting

and memorable digital experiences for clients in industries as varied as office and janitorial supplies, retail, and manufacturing.

“Our goal is to humanize our brands by showing the real people behind them, by having a little fun and delivering something that's a bit funky and cool and definitely not boring,” Schulman explains.

The boutique firm's bread-and-butter digital services include web design, search engine marketing, content and inbound marketing, and social media marketing. Branding and print design services are also available, making Fortune Web a one-stop shop of awesomeness.

“Obviously, we don't take ourselves too seriously,” Schulman says. “But that doesn't mean we aren't dead serious about what we do. There's a lot of strategy in our campaigns, we're on top of client analytics and ROI, and we pride ourselves on exceptional customer service.”

But Schulman and her team—which includes her sister, Kristin Stine, Search Marketing Director and whom she refers to as “her rock”—know clients won't gain traction via digital product descriptions and sales flyers. There needs to be...more.

“In a typical month, we create more than 300 pieces of unique content for our clients, no syndication, no reuse. We build destinations people visit to have fun, laugh, and learn. Funny quizzes, cool infographics, informative case studies, and information relevant and important to our clients' communities are all fair game,” she elaborates. “I guess you could say our team is one big idea-generating machine with a solid understanding of our clients' products and services as well as what end users want and expect.”

And now, with the firm's 10th anniversary upon her, Schulman looks to the future. She has many goals for the coming years: growing the Redondo Beach office, creating a stronger, more powerful infrastructure for the sales team, and diversifying Fortune Web's client base. “But first,” she says, “I think a beach party is in order.”



Historic Convention Hall
in Asbury Park, NJ

Photo by Chris Marlin (chrismarklein.com)

Welcome to Asbury Park!

Asbury Park has always held a special place in Jennifer Schulman's heart. But during the 1980s and '90s, the once-popular seaside town fell on tough times, gaining a somewhat unsavory reputation. Tourism plummeted, as did property values.

When a wave of new interest in the eclectic enclave began to turn Asbury Park's fortunes around—at the time Schulman launched Fortune Web Marketing—she decided to base her business there and play an active role in the city's revitalization.

So committed to Asbury Park is Schulman that she is now serving as President of the Asbury Park Chamber of Commerce, following several years' worth of service on the organization's executive board. She is also a member of the Asbury Park Historical Society's board of trustees, and she frequently provides pro bono social media and web development services for other civic organizations in the area.

“They say it takes an army, and I'm just proud to be a soldier doing all I can to make a difference,” Schulman says. “It's rewarding enough to see this place I love thriving once again.”

