

FORTUNE WEB MARKETING

At an ISG show about 12 years ago, Gordon Thrall, executive vice president and chief revenue officer of Guernsey in Dulles, Virginia, heard a presentation by Jennifer Stine, president of Asbury Park, New Jersey-based Fortune Web Marketing. He was impressed.

“It was clear to me that this person knew the industry and marketing,” Thrall says. “I didn’t understand everything she talked about, but I knew she knew. She talked about things like SEO [search engine optimization] even back in the day.”

Thrall talked with Stine after her presentation and they agreed to meet for breakfast the next day. A short time later, he hired her as a consultant to support Guernsey’s in-house marketing team.

“Fortune Web had a hand in creating our website, including the visuals, and helping us maintain it,” recalls Thrall. “They also did all the behind-the-scenes work, like the SEO tactics to make sure our website could be found.”

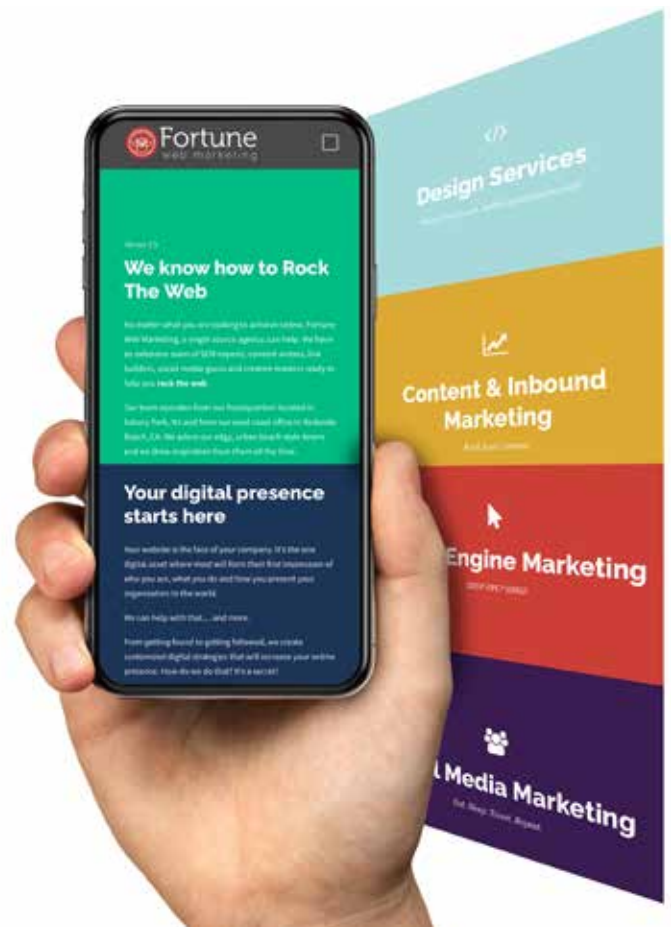
Guernsey has used Fortune Web Marketing ever since. However, this year he turned over the entire website and all the marketing functions to Stine and her team.

“We have relied heavily on Fortune Web’s expertise for 12 years,” Thrall explains. “Before, when

we had marketing people on staff, they would all have their strengths and weaknesses. So we would rely on their strengths and try to fill in where there were weaknesses. Fortune has specialists in all areas: SEO, graphics, blogging and social media. So, when we lost the last one of our marketing team about a year ago, we went all-in with Fortune and it’s been great. We’re not limited to one to two marketing areas our staff can do. Their specialists can help you get it all done.”

According to Thrall, the assistance on offer is another USP of the Fortune Web-Guernsey partnership: “Fortune Web is fantastic—incredible—in terms of responsiveness. If we have an issue or a customer does, they get back to us and it gets solved in minutes. It’s like having our own marketing department next door. Also, they listen well, but they are the marketing experts. If they think we are going off in a bad direction, they tell us. I appreciate that.”

So how would he quantify Fortune Web’s impact on Guernsey’s business? “We can’t measure how many sales close thanks to Fortune Web,” he acknowledges. “But the clearest example of what Fortune Web means to our business was when we had to change systems. We usually get one to two inbound leads a day, and I



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attribute that to Fortune Web and the site being found. The system change took us about a year to complete. We couldn’t use Fortune Web during that time and our inbound leads dried up. People weren’t picking up the Yellow Pages and we were not positioned to be found.”

Today, Guernsey’s leads are backup and the partnership is moving forward. “You can’t hold

back from doing something new because it’s always been done the way you are doing it,” Thrall insists. “You can’t stay stuck in the past. Fortune Web understands that. Stine and her team know where the market is going and are always looking for new and innovative things. It is the perfect combination of industry experience and forward-thinking marketing knowledge.”

