

Press Kit

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VerticalMeasures
Intelligent Internet Marketing

The Company Overview



Vertical Measures is a search, social and content marketing company designed to help organizations grow their online business

We support a business' overall marketing objectives with content, social media, link building and other strategies, and show Return on Investment with real metrics and analytics

The members of our team have years of experience in the online environment and are proud to create effective Internet marketing and content strategies to help organizations grow their online presence

With a proven track record of success, Vertical Measures is proud of what we've accomplished with our clients.

Always looking forward in a constantly-changing field, Vertical Measures wants to take your company to the top!

The Company Objective

The Vertical Measures mission is to show **REAL**
quantifiable results for our clients, increasing

REVENUE

ENGAGEMENT

AWARENESS

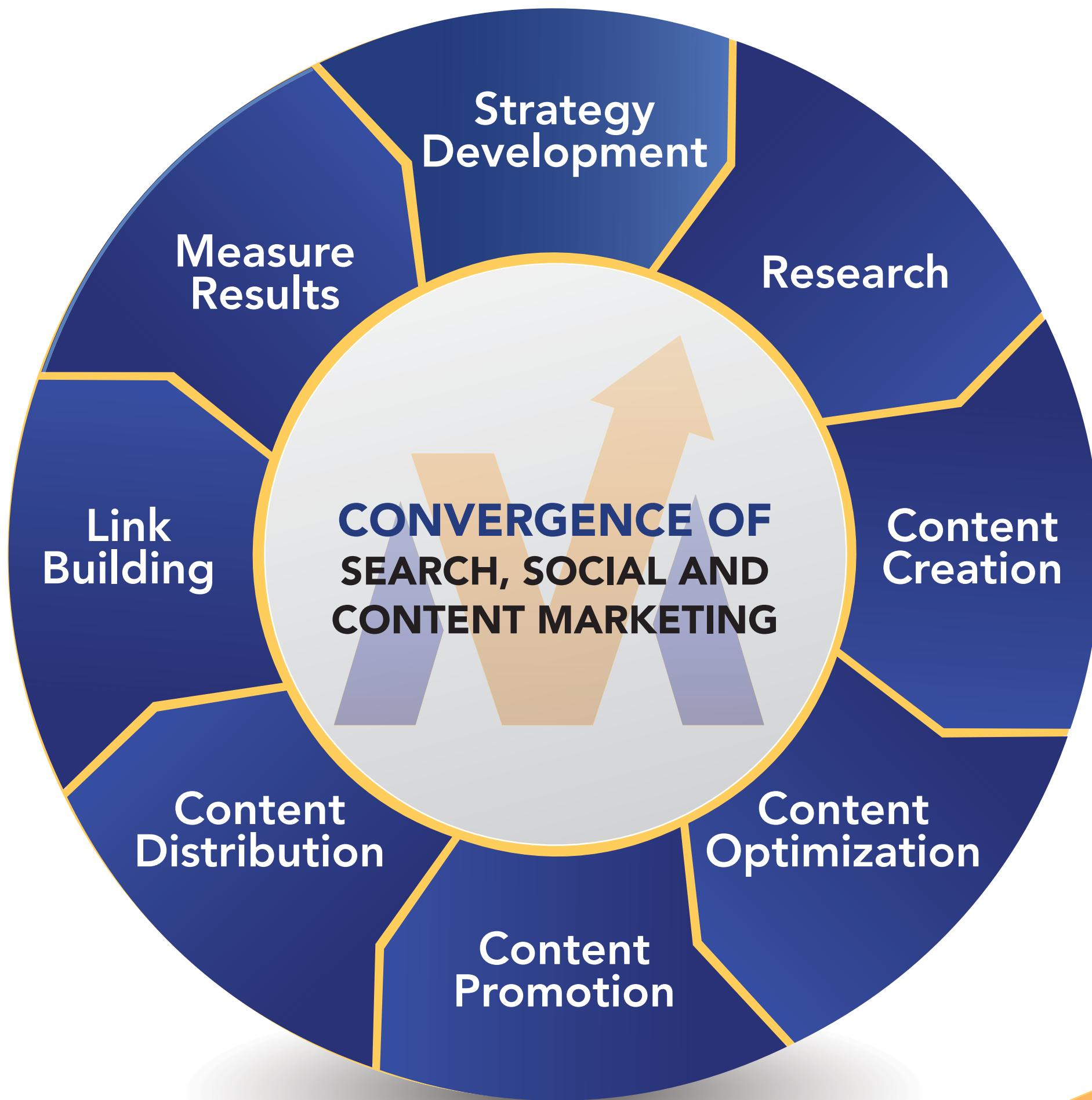
LOYALTY

for their brand, using **INNOVATIVE** and **PROVEN**

STRATEGIES.

We achieve this by
developing expertise across
multiple creative and technological
disciplines while constantly adapting to
ever-changing industry and cultural trends.

The Company Approach



**Vertical Measures
harnesses the power
of search, social &
content marketing.**



The Company

Fast Facts / Executive Bio

Founded in 2005 by Arnie Kuenn (President), Vertical Measures is a Phoenix, Arizona based Internet marketing company, employing 20-25 people, serving major e-commerce websites, universities, Fortune 500 companies, SEO agencies, and more.

Our Services Include:

- **Strategy Development**
- **Search Engine Optimization (SEO)**
- **Content Development and Marketing**
- **Local Search Marketing**
- **Social Media Campaigns**
- **Google Analytics Reporting**
- **Keyword Research**
- **Link Building**
- **Video Marketing**
- **Website Promotion**

Find us online:

twitter.com/verticalmeasure

facebook.com/VerticalMeasures

ARNIE KUENN

is the founder and president of Vertical Measures. He has held a number of executive positions in the world of new technologies and marketing, totaling more than 20 years of experience in the field.



In 1993, he successfully launched a technology and distance education company that grew to more than 90 employees

In 1999, he founded MediaChoice, an Internet startup company that received a patent for its personalization technology which served the major networks and was later sold to Nielsen Media

After conducting extensive Internet marketing research for his previous ventures, Arnie founded Vertical Measures in 2005

Kuenn served on the 2008 Arizona Super Bowl Marketing Committee and is the founder and former president of the Arizona Interactive Marketing Association (AZIMA).

Arnie online:

twitter.com/ArnieK

linkedin.com/in/arniekuenn



Andi Kuenn - Vice President

Andi oversees the day to day operations of Vertical Measures including all accounting, payroll, HR and purchasing duties for the company. Working closely with team members, Andi assists with the review of all client projects and many of the custom projects that arise during a client's campaign. Her expertise in both internet marketing and finance has contributed significantly to the growth and success of Vertical Measures over the years.



Patty Adams - Director of Client Solutions

Patty has held sales and marketing positions for more than 20 years, and earned her M.A.Ed. with an emphasis in Marketing in 2000. She is responsible for managing all sales-related activities at Vertical Measures, from generating new business to working with existing clients on their internet marketing efforts. Patty and her experienced sales team work with clients to fully understand their needs and how Vertical Measures can be their long-term internet marketing partner. Her strong background in marketing allows her to have a greater understanding of how SEO and digital marketing integrate with clients' overall marketing efforts.



Liz Gessaman - Director of Client Services

Liz is responsible for overseeing all client-related activities that take place here at Vertical Measures including the coordination of the writing, internet marketing, public relations, creative and social media staff. She is responsible for hiring, training and managing these teams, and ensuring that customers are retained and satisfied. Liz ensures that all content is of the highest quality and posted online in a timely manner to achieve our clients' maximum results. Additionally, she manages a number of 3rd party relationships and affiliations that the organization has developed. She has a passion for Internet Marketing and is thrilled to be a part of this dynamic industry.

The Company Executive Bios

The executive team at Vertical Measures is comprised of individuals with backgrounds in marketing, finance and operations, each offering their individual expertise in order to provide our clients with the very best solutions.

Through their combined leadership skills, they guide the team with a clear mission, vision and principles and inspire creativity and the desire to succeed. This is how we deliver superior results and success for our clients.



ACCELERATE!

MOVE YOUR BUSINESS FORWARD THROUGH
THE CONVERGENCE OF
SEARCH, SOCIAL & CONTENT MARKETING

ARNIE KUENN

Press Information

Books

Arnie Kuenn, founder and president of Vertical Measures, has published a content marketing book for business owners.

Accelerate!

*Move Your Business Forward through the
Convergence of Search, Social and Content Marketing*

A playbook for small and mid-size businesses eager to develop or enhance their content marketing strategy. The book is now available for purchase at Amazon.com in hard copy as well as electronic versions for Kindle and iPad.

The book takes the reader through a step-by-step approach to content marketing that any business can follow to harness the power of search, social, and content marketing.

ISBN: ISBN-13: 978-1456579992
ISBN-10: 1456479997

Publisher: VM Publishing, 2011
Category: Business, Marketing

Available at VerticalMeasures.com/store and amazon.com

ACCELERATE!

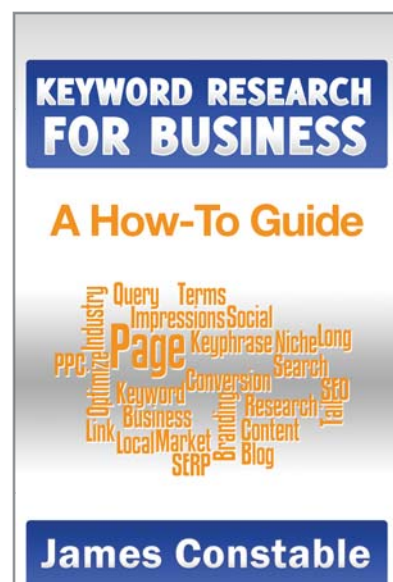
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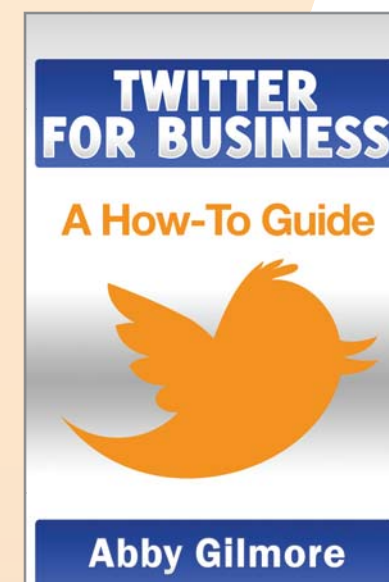
The Vertical Measures team of experts is sharing their Internet marketing knowledge with the world through our growing series of books available at www.VerticalMeasures.com.



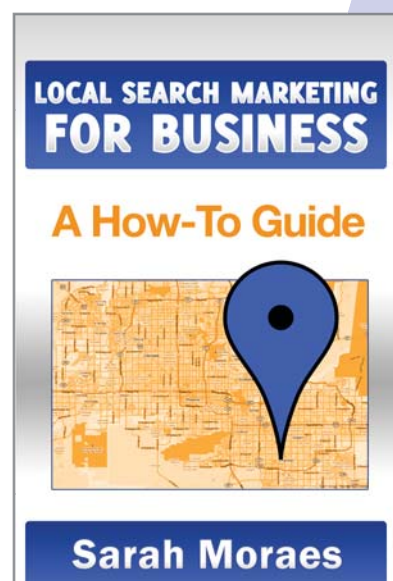
Blogging has become one of the most popular ways to publish information online. This book shares the many opportunities a blog presents to individuals and businesses alike, and provides a how-to guide of the basics of the art of business blogging.



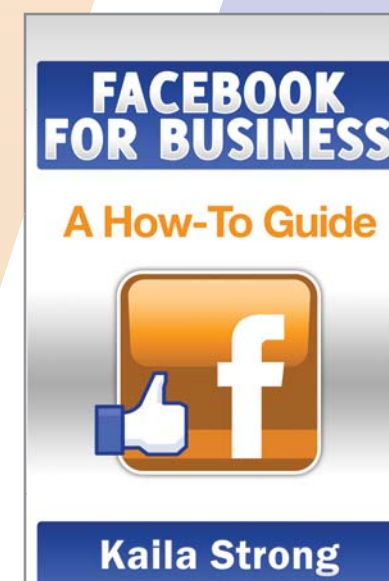
Written as a how-to guide, this book covers what businesses can gain from **keyword research**. It details the tools needed to perform accurate research and discusses how keywords can be applied to an organization's overall business strategy.



With more than 100 Million users, **Twitter** allows people to talk with friends, connect and network with new people, and relate to the brands they love. This book outlines some of the marketing opportunities, tactics, and tools offered on this popular social media platform.



This book provides detailed guidance and instruction on building and executing a comprehensive local search marketing strategy. It also serves as a jumping off point for creating a systematic plan to get started with **local search**, covering the latest tools for total local coverage.



Facebook's 500 Million users make it the most popular site in the U.S. (with more visits than Google). It is also one of the fastest growing marketing opportunities for brands of all sizes. This book will get you up to speed with the platform and give you tools for your own campaign.

Contact Information



VerticalMeasures
Intelligent Internet Marketing

Company Site

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Email Us

press@verticalmeasures.com

Social Media

twitter.com/VerticalMeasure • facebook.com/VerticalMeasures

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