



cardinal

web solutions

2012 MEDIA KIT

Search Engine Optimization

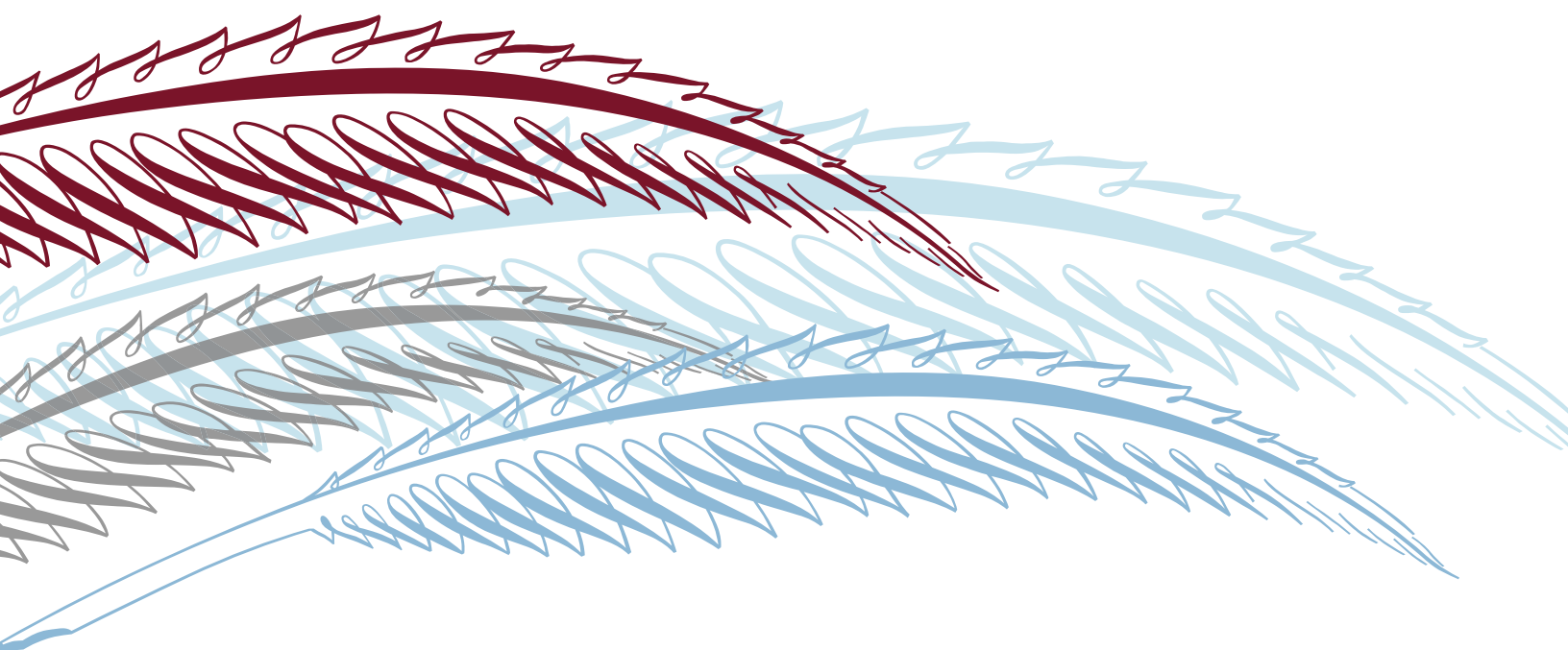
Pay Per Click Management

Social Media

Website Development

Email Marketing

Online Reputation Management





Overview

Ranked #1 on Google for "Atlanta SEO Company," **Cardinal Web Solutions** is an Interactive Marketing agency that is comprised of marketers that use technology to deliver results, not technicians implementing software or stale formulas. They approach every situation with their client's customer in mind and measure success not by increased traffic or impressions, but instead by higher client profits. CWS keeps pace with rapidly shifting trends in Interactive Marketing and develops engagement strategies that are not defined by a platform or category, but leverage the best marketing vehicle to solve every unique challenge. They offer Search Engine Optimization, Pay Per Click Advertising, Social Media Management, Mobile Marketing, Web Design, Loyalty Databases, Email Marketing, Online Video, and more.

Internet Marketing Solutions

Search Engine Optimization

Most searches end with the first page of results. If you are not on the first page, you simply do not exist. SEO puts your business in front of consumers who are actively looking for vendors so they can make a purchase. Furthermore, high rankings give your business validity and prestige, helping you stand out from the competition.

Website Design & Development

You need to stand out in today's competitive market. Our creative services provide clients with website design and marketing materials that catch the eye and cause people to pay attention.

Pay-Per-Click (PPC) Advertising

Pay-Per-Click Advertising puts you on the front page of relevant searches immediately, providing instant results and helping you break into new market(s). Successfully managed campaigns use hundreds of keywords, split test ads, geo-targeting, and constantly revised bid prices to maximize the return on your investment.

E-mail Marketing

Email marketing campaigns are a great tool for both driving leads to the business and staying in front of your existing customers. Providing custom email design and content writing, each email campaign incorporates existing branding and messaging into the newsletters for powerful, targeted communication.

Social Media Management

Successfully managing your Social Media presence on Facebook, Twitter, and the blogosphere turns your customers into fans who will champion your products and services to the world. Additionally, Social Media offers the opportunity to connect with consumers where they are.

Online Reputation Management

Our reputation management programs are designed to increase business for your company, shape positive public perception and work toward correcting any existing negative images. We can manage online testimonials and reviews, develop Google Places listings, and assist with your other public relations needs.

Connections

Cardinal Web Solutions is an active member of the Atlanta interactive marketing community - presenting seminars on marketing for the Atlanta Web Design Group, Atlanta Internet Video Marketing Association, and various business associations in Atlanta and the surrounding suburban communities.



- Atlanta Interactive Marketing Association (AiMA)
- Search Engine Marketing Professionals Organization (SEMPO)
- American Marketing Association (AMA)
- Atlanta Web Design Group (AWDG)
- Better Business Bureau (BBB)

Clients We Work With



NorthPoint



Top Client Rankings

1st Page of Google

IBM SAN

ONLINE MATH TUTORING

PRIME BROKER

EYE EXAM

CLASSROOM CHAIRS

PERIMETER HOTEL

ATLANTA ORTHOPEDICS

ATLANTA MOVERS

EMC STORAGE

BANQUET CHAIRS

EYEGLASSES

HEALTHCARE LINEN SERVICE

ATLANTA BANKRUPTCY

ATLANTA AIRPORT HOTEL

80% of our clients' top 5 keywords (by search volume) reached the **1st page of Google** within the **first four months**.

In the Press

Wednesday, November 9, 2011

"13 Most Common Mistakes Made When Hiring"
Article by Darren Dahl - Featuring Alex Membrillo

Tuesday, July 5, 2011

"Social Media: How it can Work for B2B Companies"
Article by Darren Dahl - Featuring Stephen Popov



Friday, February 11, 2011

Accelerator Avenue | Bernie Wolford - Featuring Alex Membrillo



Sunday, November 21, 2010

The Accidental Entrepreneur | Sarah Needleman

THE WALL STREET JOURNAL.

April 2010

W.T. BEEBE Newsletter - Featuring Alex Membrillo



Interview with Principal

Interview with Alex Membrillo

*successful entrepreneur and co-founder
of Cardinal Web Solutions*

Question: Alex, can you tell us a little bit about yourself?

Alex: I was born in San Antonio, TX. As the son of a travel agency owner I had the good fortune of living abroad in Spain and Cyprus before returning to the United States in 1990. I grew up in Johns Creek, GA, a northern suburb of Atlanta, where I attended elementary through high school. I'm a 2008 graduate of Georgia State University, where, after putting myself through college, I earned a B.B.A. in Managerial Sciences, with an emphasis in Entrepreneurship.

Q: With earning over \$2 million in sales from shortly over one year of operation, did you know your business would be a huge success so quickly?

Alex: Absolutely not! In the beginning, there were many more days when I was scared than when I was confident. But I'd build on the little things, like small sales and gains in industry knowledge. Eventually, smaller clients led to larger clients and big things began to happen. I knew two things for sure, I had confidence in what I could accomplish and I should never give up on my focus.

Q: What types of challenges did you first face after launching CWS?

Alex: For me the biggest challenge was I had just become a father. There were a lot of new responsibilities, expenses, and a ton of medical bills to deal with. Between 14 hour work days and about two hours of sleep each night due to a colicky baby, I was definitely tired. The challenges of the new work/personal schedule furthered my resolve that much more. It prepared me for the difficult days ahead and made becoming successful that much sweeter. Looking back, I would not have changed a thing.

Q: How did you develop the idea to launch Cardinal Web Solutions?

Alex: After finding a void in the market, my business partner and I developed **Cardinal Web Solutions** in 2009. One of the main issues that gave us the imperative to start CWS was that companies weren't being educated on their agency's processes and activities.



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Interview with Principal

Furthermore, transparency from Internet Marketing agencies did not exist - Internet Marketing companies were not being held accountable for providing results to their clients. We knew that we could set the cardinal standard for ethical search engine optimization and all Interactive marketing practices, and so **Cardinal Web Solutions** was born.

Q: How, amidst one of the most difficult economic climates in history and with no outside funding, were you able to start a company that has quickly become one of the most successful Interactive Marketing agencies in Atlanta, GA?

Alex: Times were definitely tough when we launched **Cardinal Web Solutions**. As a result of the economic recession, I lost my job when the company I had previously worked for went under. It was also about two months before the birth of my first child. With unemployment on the rise things were definitely unstable and my unemployment insurance checks were barely covering expenses. But I knew that there was a need for what **Cardinal Web Solutions** was designed to offer. So with a \$750 personal investment, CWS opened a home office in my business partner's small living room where we spent our days cold calling companies and taking meetings in Starbucks.

Our success has come from paying attention to industry best practices and always keeping the customer's needs close to our hearts. We have always paid close attention to our client's needs and we strive to pin point their core competencies.

Q: At 27 years old, have you found there are additional challenges to being a young entrepreneur?

Alex: Yes, to begin with you typically don't have the experience of having worked in a corporate world or managing employees. You are forced to develop your own concepts of how a company should be run and how those that work for it should be treated, which can be a wonderful thing. I also believe that when you are young you have to prove yourself a bit more to potential clients. No one wants to partner with a potential fly-by-night company so there are some definite hurdles in that arena. I found it helped quite a bit to let your confidence in your product/service shine. Customers find it refreshing when someone really believes in what they are doing.

Q: What are some advantages Cardinal Web Solutions' clients gain over your competition?

Alex: At **Cardinal Web Solutions** we believe in complete transparency with our clients. We only operate with ethical and "white hat" Internet Marketing practices. Our clients are given access to the same reporting and analytics tools we use when measuring their Online presence. Much of our competition relies on shady business practices which can severely endanger a client's Internet presence. Cardinal was founded with the belief that business owners deserve to know and understand each and every Internet Marketing project that we engage in.

Interview with Principal

Q: What are some of the biggest mistakes companies make when it comes to leveraging their Online presence?

Alex: Well, by not using their Online presence properly companies don't leverage it at all. Finding prospects through Online search means you've found them at the end of the buying cycle. These are qualified leads that are actively searching for what your company offers. For those reasons I feel that maximizing your marketing and advertising opportunities Online is crucial.

Another mistake some businesses make is to put too much focus on Internet Marketing and ignore the other effective forms of marketing. All marketing efforts, from print to Internet, should be integrated together. Engaging customers at every step of the buying cycle is crucial today – a business has to stay front of mind with its customers at all times.

At **Cardinal Web Solutions**, not only do we understand Interactive marketing, but we can advise on the client's overall marketing strategy. In addition to offering customized Interactive marketing plans, we have the in-house resources and collaborative business partnerships in place to assist with all aspects of a company's marketing campaign. Our work processes are seamless and provide complete ease for our clients.

Q: What advice would you offer other new business owners?

Alex: I always remembered that even if my idea was crazy, there have been much crazier ideas that have succeeded. There are definitely times when you wonder if the risk you have undertaken is worthwhile, however, you have to remember why you started the company and keep your eye on the future. If you need a parachute then I would recommend setting a definitive time line of what your measure of success is and when you would walk away if you don't achieve that. At the same time, don't listen to anyone who says you can't do what you know you can accomplish.

Q: Where do you see Cardinal Web Solutions going in the future?

Alex: I see **Cardinal Web Solutions** evolving into a full service marketing agency. Our focus will be on new and emerging trends in Interactive media. It is our thirst for knowledge that will push us to stay ahead of our competition and develop innovative solutions to the market's needs. While we have made \$2 million in sales, I would like for that to be a monthly sales achievement.

***"We only operate
with ethical and
'white hat' Internet
Marketing practices."***

Interview by:

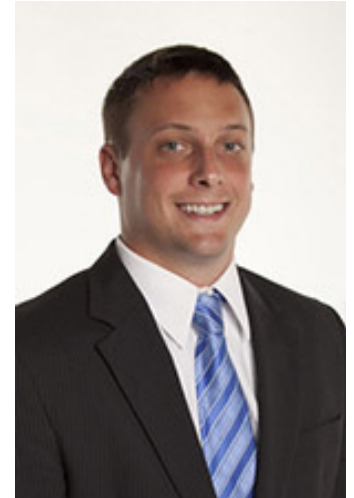
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Principals' Bios

Alex Membrillo

Alex Membrillo's leadership and work ethic serves as the driving force behind the continuous growth of Cardinal Web Solutions. He draws from 10 years of Internet Marketing experience where he has worked to refine industry best practices. Always striving to inspire the confidence of his team, Alex is a creative problem solver with an aptitude for developing strategic Interactive Marketing solutions. Leveraging his experience with a wide range of businesses across divergent industries, Alex's extensive knowledge base makes him a valued asset to brands of all sizes. His solutions are always results driven. In addition, Alex is committed to serving the Atlanta community. In his spare time he enjoys working with 'Youth Enhancement Services,' an Atlanta non-profit organization benefiting youth and their families. While on holiday Alex enjoys traveling abroad and visiting his family's ancestral home in Madrid, Spain.



Stephen Popov

Stephen Popov always has an eye on the ever evolving trends in Interactive Marketing. Serving as Cardinal Web Solutions' leader for developing and implementing client solutions and offerings, Stephen understands the power of cutting-edge processes. His innovative thinking consistently produces outstanding results for each and every CWS client. Before co-founding Cardinal Web Solutions, Stephen worked for over a decade within various companies and industries where he gained extensive knowledge in Search Engine Optimization techniques. A third generation entrepreneur born in London, England, Stephen's marketing acumen and passion for technology floats Cardinal Web Solutions atop the ever changing sea of Interactive trends. Stephen is also involved in the Atlanta business community by way of the company's philanthropy program he spearheaded and has provided pro bono consulting and Website design for many struggling start up businesses.





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BUSINESS
GROW**

