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FOR IMMEDIATE RELEASE:

Extra Mile Marketing Nominated for King County Small Business Award

Extra Mile Marketing is a small business with a large impact. We are a full-service, strategic marketing agency specializing in strategy, consulting, training, and tactical execution of marketing plans. Since our inception in 2003, Extra Mile Marketing has consulted with over 7,000 companies in more than 25 countries and trained hundreds of companies on new ways to grow their business.

Our small team (made up of 8 employees) has created marketing materials and executed strategic plans for technology enterprise companies such as Microsoft, Dell, AT&T, Hewlett Packard, and Rackspace. In addition, we work with companies in our local community (including Whole Foods, Bellevue Ear, Nose & Throat Clinic, Performance Dimensions, and Unified Logic), providing tools and resources to maximize their sales, promote the growth of their business in our marketplace, and ultimately stimulate the growth of our local economy.

At Extra Mile Marketing, we are not only committed to our clients, but also to giving back to others in our local community. Philanthropy is one of the core values that tie us all together, and we have partnered with several local charities and non-profits, including Heroes for the Homeless, Friends of Youth, Invest in Youth, the Boys and Girls Club, and the Seattle Humane Society. Every quarter, the Extra Mile team sponsors an outreach for the local homeless population, providing food, clothing, and hygiene supplies. During the past few years, Extra Mile has donated more than 2,500 sandwiches and provided supplies for more than 300 hygiene care packages to homeless living in the Greater Seattle area.

Our team is a regional leader within the technology marketing space. We have been recognized for demonstrating excellence in business ethics and customer commitment. Extra Mile Marketing is a certified Women-Owned Business by the WBENC (Women's Business Enterprise National Council), the 2013 winner of the Washington Excellence Award, and a finalist for the coveted 2015 Microsoft Supplier of the Year. Extra Mile Marketing is committed to its employees and invests in their professional growth by providing hands-on mentoring, annual company retreats, and opportunities to participate in specialized training programs. EMM strives to provide a collaborative, non-competitive, and inclusive atmosphere for employees through on-going team-building events, the celebration of individual milestones and successes, and creating an environment in which employees of all backgrounds and experiences feel welcome.

2015 Sample Highlights

Microsoft SMB Live

EMM developed the strategy, materials, and training for Microsoft's SMB Live marketing workshop held in 25 U.S. cities. The training materials taught partners how to increase customer retention, maximize upsell opportunities, and pursue marketing strategies best suited for their organization. The workshops were so successful, the Program Manager received this year's highly coveted Microsoft Circle of Excellence Award.

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Dell CloudRunner

Dell hired EMM to help launch their new CloudRunner program, designed to attract non-traditional partners to sell Dell's cloud services. The launch included to-partner and to-customer marketing materials, along with internal sales training. After the launch, Dell re-engaged with EMM to provide lead-generation campaigns.

Performance Dimensions Group

EMM assisted Performance Dimensions Group, a local Kirkland-based company, with rolling-out a franchise program nationally and rebranding the company's visual identity. EMM also created new marketing materials to showcase the LEAP® program at a national conference.

"Thank you for ALL your great work on my (and LEAP's) behalf this year. The national conference is a VERY big deal for potential LEAP licensees and I'm leveraging the flyer YOU helped create for it!!" Lynda Silsbee, Founder & Principal

Testimonials

"Lori consistently has mastered the dichotomy. She strikes a balance of friendly but firm, smart but approachable, meticulous yet flexible, wise yet curious ----- and is always fair in her business dealings with everyone from vendors to partnerships. Lori is trustworthy, capable and always looking out for her clients' and employees' best interests, which has been Extra Mile's key to success." Kris Fuehr, VP, Corelytics (Former EMM Employee)

"Thank you Extra Mile for your dedication, creativity, trust, and personal friendship. I am very grateful that we found each other and that we can work so closely and so honestly together. It's a true delight. You are our most important 'vendor'. I am thankful for our partnership and the continued opportunity we have to influence an entire industry." Rich Cannon, Sr. Director, Microsoft

"I don't even know what to say. I was literally blown away at the quality of work and the depth of information. Great work (again) and thank you for making me look like a hero without lifting a finger." Cole Humphreys, Product Marketing Manager, Rackspace

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