PRESS RELEASE

Introducing Conversion Marketing, a Data-Driven Agency

Focused on Generating Measurable Results

*Joining Forces with Green Ink Communications to Integrate*

 *Creative Development with PR and Marketing Execution*

January 11, 2018: Green Ink Communications today announced the launch of Conversion Marketing, a branding, PR and digital marketing agency focused on generating the right measurable results based on specific business objectives. Conversion Marketing takes a unique approach to dissecting the customer journey, and uses those insights to run the most effective and influential tactics.

Under the leadership of former IBM VP, Matt Berry, Conversion Marketing utilizes the latest tools and technologies to increase brand loyalty, improve lead quality and conversion, while taking accountability for driving results. Conversion Marketing takes an multi-channel approach to digital marketing with a focus on increasing conversions, repeat traffic and generating greater brand loyalty.

The combination of Green Ink Communications and Conversion Marketing provides clients with a full range of creative and strategic services – from video production to brand reputation management. For 25 years, Green Ink has been building and growing its capabilities and client base. Today’s announcement represents Green Ink’s innovative approach and collaborative spirit.

“We set out to create an agency model, and unique set of capabilities that doesn’t exist today,” said Matt Berry, Partner, Conversion Marketing. “With a global network of talented writers, producers, PR pros and marketing experts, our new collaborative agency model can help businesses of all sizes around the globe to maximize investments and drive results.”

Green Ink Communications is a full-service communications agency, providing businesses with a range of services for creating high quality media for events, product launches, B2B marketing campaigns and social media.

Conversion Marketing was built to fill a void in today’s agency model by providing strategic planning and execution, with the analytics and reporting to measure, track and increase impact over time.

For more information go to:

[Conversion Marketing](conversionam.com)

[Green Ink Communications](greenink.us.com)

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