



## FOR IMMEDIATE RELEASE

### **Smartfinds and Proforma Partner to Expand Geographic Marketing**

*More than 750 locations to offer local business listing management nationally.*

**July 13, 2011 (Birmingham, MI):** Smartfinds Internet Marketing (<http://www.smartfindsmarketing.com>), an Internet Marketing pioneer for more than 20 years and leader in web marketing including geographic marketing has officially formed a strategic partnership with Proforma (PFG Ventures L.P., Cleveland, Ohio, <http://www.proforma.com>) as a Preferred Limited Partner. The partnership will allow for Smartfinds' Geographic Marketing Solutions, as well as, local business listings monthly managed marketing services to be offered across more than 750 Proforma locations across the North America.

“We are thrilled to partner with Proforma to bring our geographic web marketing expertise and help their Owners to expand their portfolio of web marketing services,” said Melih Oztalay, Smartfinds CEO. “Geographic web marketing is a fast growing industry and it makes sense that Proforma offers their business clients (national and local) a valuable service that every business will need to attract local customers.”

Proforma's 750 plus Owners are located across North America, offering business clients marketing related services including promotional products, printing services, multimedia and eCommerce. With the addition of geographic web marketing services, each of the Proforma locations will now be able to offer web marketing to attract local customers. Specifically, Proforma will offer their clients a packaged marketing service for their Local Business Listings at a lower partner preferred cost. The geographic marketing package includes both broadcast data submission services to over 200+ websites plus monthly managed marketing services with major websites including consumer ratings and reviews, marketing content, and measured rankings and analytics.

Geographic web marketing is a way to attract local customers online through strategies that leverage a business' physical location. When a customer searches online via mobile, web or GPS, a map appears with business listings related to the search criteria. When fully leveraged with the company's marketing content, pictures, logos, videos, events, coupons, promotions, customer reviews and more, it helps to create a micro website for the client across each of the search engines. Geographic web marketing as a solution expands not only beyond Google, but also encompasses other elements that include Geo Tagging, Citation Marketing, QR Code Marketing, Consumer Rating and Reviews Management.



“Our goal is to help Proforma’s clients maximize their marketing dollars for reaching local customers whether the business is a national company or a local company. After all all business is conducted locally,” said Mr. Oztalay. “Our marketing staff is experienced with creating and managing Geographic Marketing that help a business stand out, support higher rankings and build their local customer traffic online. Businesses adopting Geographic Marketing early will generate higher rankings as their competitors continue to fall behind in a fast moving industry segment.”

### **About Smartfinds Internet Marketing**



The most critical element of SmartFinds Internet Marketing services is the creativity and imagination to apply the technological aspects of the digital marketplace to the

marketing objectives of a particular business. Initial research provides SmartFinds the ability to develop a digital strategy that can be measured every step of the way to insure business growth and revenue generation. Some of SmartFinds’ clients have included ComForcare Home Care, Delphi, Flagstar Bank, Guardian Industries, Soave Enterprises, McCann Erickson, Penske Automotive Group, Wendy’s, Ziebart and others. You can learn more about SmartFinds at <http://www.smartfindsmarketing.com> .

### **About Proforma**



PFG Ventures takes its customers’ businesses forward with Proforma. The company franchises more than 700 Proforma locations across the US and Canada, offering an array of office supplies

(such as forms, labels, and stationery), customized promotional products, and printing and e-commerce services. The company has served more than 50,000 clients in a range of industries, including education, finance, food and beverage packaging, health care, manufacturing, and retail. Clients have included Honda, Beck’s, the University of Minnesota, and the New York State Nurses Association. After establishing Proforma in 1978, Gregory Muzzillo formed PFG Ventures in 1994 to help franchise the brand.

<http://www.proforma.com>

### **New Release Contact**

Melih Oztalay, CEO

Smartfinds Internet Marketing

Direct: (248) 568.2241

[melih@smartfindsmarketing.com](mailto:melih@smartfindsmarketing.com)

[330 East Maple Road #503, Birmingham, MI 48009](http://www.smartfindsmarketing.com)

<http://www.smartfindsmarketing.com>