

Nighthawk Marketing Press Release

FOR IMMEDIATE RELEASE

360 Financial Hires Nighthawk Marketing as their Digital Marketing Agency of Record

Minneapolis, MN, August 24, 2014 – 360 Financial, an independent financial advisor located in Minnetonka, Minnesota, hired Nighthawk Marketing as their digital marketing agency of record.

Having a financial advisor plays an important role in people's lives. A financial advisor can guide people on a journey of wealth discovery that can offer them significant opportunities for living with purpose and securing their goals and dreams. At 360 Financial, they offer the advice people need in order to move their financial plans forward.

In order to compete with the bigger players in the Minneapolis market, 360 Financial realized they needed to have their digital marketing strategy hitting on all cylinders. That's why they looked to Nighthawk Marketing and their expertise in executing digital marketing strategies intended to maximize online visibility and deliver qualified leads.

"The financial planning and advising industry is a very competitive space for financial firms," says Andrea Douglas, founder and CEO of Nighthawk Marketing. "To stand out in a crowded space, you need to have a prominent digital presence. Our goal for 360 Financial is to build a solid web presence that is supported by search engine optimization, PPC advertising, social media marketing, and content development."

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About Nighthawk Marketing

Founded in 2001, Nighthawk Marketing is an innovative Minneapolis web design and digital marketing agency located in downtown Minneapolis, Minnesota. Our services cover web design, web development, search engine optimization, PPC advertising, social media marketing, video production, content development, and graphic design. We are a certified Woman-Owned Small Business by the SBA and a certified Targeted Group Small Business by the State of Minnesota. To learn more about our agency, call 952-322-4794, email info@nighthawkmarketing.com, or visit NighthawkMarketing.com.