

Nighthawk Marketing Press Release

FOR IMMEDIATE RELEASE

J.A. Price Agency Hires Nighthawk Marketing to Redesign Insurance Website

Minneapolis, MN, June 10, 2014 – J.A. Price Agency, an insurance agency located in Eden Prairie, Minnesota, hired Nighthawk Marketing to redesign their corporate website.

J.A. Price has been providing business and personal insurance coverage on a national, as well as international basis, for more than 65 years. During that time, they also offered personal liability/E&O insurance, bonds and surety, and employee benefit services. The goal of the agency is to provide their customers with the best value for their premium dollar.

To stay ahead of the competition and address the shifts and challenges brought on in this new digital world, JA Price realized they needed to rebuild their website.

“The insurance industry is a very crowded and competitive space for agencies,” says Andrea Douglas, founder and CEO of Nighthawk Marketing. “It’s an industry based on tradition, where business assumptions and models have shaped the way agencies generate leads and sales.

“Times are quickly changing with the lightning advances of technology and social media. Insurance agencies are now operating within a world where creating new customer engagement models and embracing new and emerging technologies are a must to stay in business. Like so many other industries, they are experiencing seismic changes that are redefining competitive boundaries and customer loyalty.”

The website redesign and development project is slated to start before the end of June 2014.

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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.