

Nighthawk Marketing Press Release

FOR IMMEDIATE RELEASE

LookingGlass Hires Nighthawk Marketing as their Brand Marketing Agency of Record

Minneapolis, MN, February 2, 2011 – LookingGlass, located in Bloomington, Minnesota hired Nighthawk Marketing as their marketing agency of record.

LookingGlass is the legal profession's leading provider of online jury research. It delivers all the benefits of traditional jury research – and many more – but at a fraction of the cost. Instead of the steep, out-of-pocket expenses involved with empanelling a mock jury – complete with travel, location and associated costs – LookingGlass conducts all the research in a secure online environment using the latest web technology.

“Our approach to brand development is grounded on many years of building and executing effective and results-driving strategies for top legal industry companies,” says Andrea Douglas, founder and CEO of Nighthawk Marketing. “Developing a brand is not just about getting your target market to choose you over the competition. It’s about getting your prospects to see you as the only one that provides a solution to their problem.”

With a digital marketing agency like Nighthawk Marketing as your agency of record partner, we ensure your brand meets key objectives such as delivering your message clearly, confirming your credibility, connecting your target prospects emotionally, motivating your customers, and establishing customer loyalty.

The project is scheduled to start by the end of the month.

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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. To learn more about our agency, call 952-322-4794, email info@nighthawkmarketing.com, or visit NighthawkMarketing.com.

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