

HiveMind Marketing Buzzing with Lyris HQ Agency Edition

ABOUT:

HiveMind Marketing, Inc., based in the heart of Silicon Valley in San Jose, California, is a digital marketing agency specializing in lead generation services. Founded by longtime Silicon Valley marketing practitioner Tom Lauck, the agency’s mission is to help clients produce immediate and measurable outcomes with improved marketing ROI using cost-effective new methods and models to engage and influence sales prospects. The agency provides clients with creative solutions for Website design, Web development, direct mail marketing, email marketing, ecommerce, search engine optimization (SEO), content management systems, banner advertising, pay per click advertising (PPC) and social media marketing.

BUSINESS CHALLENGE:

With the goal of significant business expansion, HiveMind Marketing needed a solution that would help them manage their own internal marketing efforts as well as help them efficiently and effectively manage online campaigns for its clients. HiveMind Marketing was also looking for a partner that would provide a broad range of the integrated online marketing tools in one seamless, easy to use platform.

SOLUTION:

[Lyris HQ Agency Edition](#) offered HiveMind Marketing the integration and functionality they needed not only to create effective engagement programs for their clients but also to maximize the success of the company’s own key email and PPC initiatives. Using Lyris HQ Agency Edition, HiveMind Marketing is able to extend its offerings beyond creative Web design and development to provide integrated online marketing tools for email, search, social marketing and Web analytics.

BENEFITS:

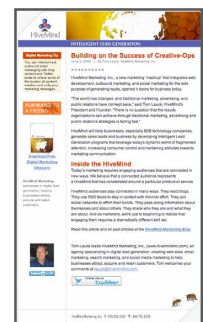
Lyris HQ Agency Edition has enabled HiveMind Marketing to:

- Provide clients with best-of-breed applications for managing email, social and mobile marketing campaigns;
- Offer clients a white-label version customized to meet their specific needs;
- Track clients’ and internal campaign results with advanced, easy-to-use and integrated Web analytics;
- Manage multiple clients’ campaigns from one streamlined on demand application;
- Reduce complexity compounded by numerous toolsets and provide clients a holistic view of campaigns and results;
- Incorporate social media sharing, tracking and measurement across 10 of the most popular social networking sites including Facebook and LinkedIn;
- Integrate email and social media marketing to create more innovative, viral and effective campaigns.



“ Lyris HQ is a natural fit for us as we expand and grow our business. With the effectiveness of Lyris HQ’s integrated tools we are confident we can maximize marketing initiatives and increase sales and leads for our clients. It is the perfect complement to our services, helping us create more integrated, viral and successful campaigns.”

Tom Lauck
 Founder
 HiveMind Marketing



Example of email program

Join conversations and make connections at:

