



MEDIA CONTACT

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Ownership: Privately-held, female, minority-owned
ROAR! Internet Marketing is a dba of the Peridot Corporation

Website: www.RoarOnTheWeb.com

Social Media:

	Follow us!	http://twitter.com/bestwebdesignfl
	Become a Fan!	www.facebook.com/ROARInternetMarketing

Year Formed: 2005 (Until September 2009, the company was known as Sales Growth Group)

Location: 307 Cranes Roost Blvd., Suite 2020, Altamonte Springs, FL 32701

Principals: Matt Weber, President
Pam Weber, Vice President, Strategic Initiatives

Senior Management: Mandy Austin, Office Manager

Team Talent: ROAR! employs seven full-time, trained professionals in Internet marketing including individuals certified by Google to offers a high quality level of effective pay-per-click management in all major search engines and social media platforms.

Professional Associations/Affiliations:

- Web Analytics Association
- Microsoft Developer Partner
- Doterati, the Orlando Internet Marketing Association
- Orlando, Inc. (Orlando Chamber of Commerce)
- Seminole County Regional Chamber of Commerce
- Selected as a GrowFL company as part of Florida's pilot Economic Gardening Program

Markets / Specialties: Custom website development and Internet marketing services throughout the United States with demonstrated expertise in the following areas:

- Custom web development and application building on the ASP.NET platform
- Achieving a significantly higher visitor-to-lead conversion rate than the average business website
- Usability testing
- Integrating direct marketing principles into website design
- Overall strategic positioning through website content development

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Sub-specialties: ROAR! has developed the following sub-specialties that enhance client site results:

- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Website visitor analysis
- Social media integration to achieve business goals
- Content development

Client Portfolio: The ROAR! Client portfolio includes: WingHouse Restaurants, Vascular Vein Centers, Stonewood Tavern and Grill, TLC Engineering, Sihle Insurance Company, Reiss Civil Engineering, Monarch Advisory Services, The Disney Entrepreneur Center, Central Florida Automobile Dealers Association, Aggressive Appliances, Central Florida YMCA, and several chapters of the Building Office Managers Association in Las Vegas, Cleveland, and Orlando.

Keynote Speaker: Matt Weber leads the ROAR! Speaker’s Bureau to present to groups and associations with interactive seminars including:



Media Resources: The executive team at ROAR! is available as a media resource for interviews and insight on the latest trends and techniques to transform online presence to online sales and revenue growth.

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