

State of Florida Invests in Orlando-based Interactive Marketing Agency, .Com Marketing

Leading Orlando based internet marketing firm .Com Marketing has been accepted into the state funded economic growth program, GrowFL.

June 28, 2010 (FPRC) -- Winter Park, FL --.Com Marketing, a leading interactive marketing agency, has been selected to participate in a state-financed economic growth program called GrowFI. The GrowFI program will provide support to carefully selected Florida businesses to help them grow.

The idea is called 'economic gardening,' and the concept is relatively simple -- to help established companies identify their areas of need, develop plans they can follow to overcome those challenges, and even make loans available to spur job growth. A limited number of companies will be allowed to participate this first year.

Hillary Bressler, chief executive officer of .Com Marketing Inc., hopes the new state program can help the Orlando-based internet marketing firm grow significantly. Bressler specifically wants to put more resources into sales and marketing as well as technology so she can hire more employees and better service her clients, and help the local economy.

"Our business is ready to grow and our team is really looking forward to taking our business to the next level. This opportunity will allow us to expand quicker than we could on our own, and we are grateful that the state of Florida has selected .Com Marketing as a potential high growth company in the state," said Bressler.

The program is designed to assist 300 second-stage established companies in Florida. So far, a select number of companies have been accepted into the program, including .Com Marketing. To qualify and be identified as a second-stage business, a company must be a for-profit enterprise with between \$1 million and \$25 million in annual revenue, employ between 10 and 50 people, and show positive growth in three of the past five years.

Once a company has been accepted into the program, the CEO will have a dedicated 'Jumpstart Team,' an assemblage of consultants and experts from around the country to identify problems and produce an action plan. The program has a team of business analysts whose assistance is free to the GrowFL selected companies.

GrowFL was created by the Florida Economic Gardening Institute, and it will use \$1.5 million in Legislature-approved funds in its pilot year, which began in late November 2009. Gov. Charlie Crist has asked the Legislature to add \$3 million to the program's \$1.5 million budget. The remaining \$8.5 million has been established to provide low-interest loans that will be offered to participating businesses if they can show how the loans will lead to job growth.

Florida has partnered with such renowned entrepreneurship development organization as the Edward Lowe Foundation as well as Enterprise Florida, Workforce Florida, the Florida High Tech Corridor Council, the Florida Economic Development Council to develop a plan for growing these second-stage companies.

Director of GrowFL, Tom O'Neal, said the initiative is designed to give small businesses access to experts in various fields who will provide technical services such as information tools, database research, Internet search engine optimization, strategy analysis, social network strategies and labor referrals -- services Bressler said she hopes will help .Com Marketing.

For more information about GrowFI, visit: <http://www.growfl.com>.

About .Com Marketing:

.Com Marketing is a top 100 full-service Florida internet marketing agency specializing in a variety of online marketing services including search engine optimization, social media, email marketing, optimized press releases, professional web design, blog marketing and more. The Orlando-based agency has been providing innovative online marketing solutions to a wide base of clients since 1997.

Contact Information

For more information contact Hillary Bressler of Com Marketing (<http://www.commarketing.com>)
407-774-4606 ext 203

Keywords

[interactive marketing agency](#)

[internet marketing](#)

[Florida internet marketing](#)

You can read this press release online [here](#)