



Dear Media Representative,

20 years ago Google didn't exist. Today 97% of people start their shopping process online. Small and Mid-sized Businesses (SMBs) struggle to adapt to these rapidly accelerating changes, and one of their biggest challenges is simple lack of knowledge.

The owners and managers of SMBs are hungry for concise and up to date information on the latest changes in marketing and shopping trends. They want step-by-step checklist summaries of how they can leverage new marketing opportunities with the lowest possible investments of time and money.

Our specialists are available as a resource for you and your audience.

Our firm, headquartered in Denver, provides online marketing services for SMBs. Our team specializes in social media marketing, search engine optimization, website development, and automating lead generation.

We are here to provide interviews, answers to audience questions, quotes before a tight deadline, or any other resources you need.

Enclosed you will find a fact sheet and FAQs on our firm, team biographies, common interview questions, and testimonials. For further information, contact me at Press@GreenVineMarketing.com or (720) 295 - 8463

To your audience's success,

A handwritten signature in blue ink that reads "Shane Robert Walton".

Shane Robert Walton

GreenVineMarketing.com

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600 17th St, Suite 2800
Denver CO 80202



We are a full service online marketing firm headquartered in Denver, Colorado. Our mission is simple: we help clients to harness the power of the internet to skyrocket their sales.

Founded in 2008, we have served over 500 clients in more than 30 states and 3 countries. Our unique solutions give clients a fully managed online presence, for a price small businesses can afford.

< Web Dev >

- Custom Design
- Mobile Friendly
- SEO Optimized
- Easy to Update

< SEO >

- Keyword Research
- On Site Optimization
- Link Building
- Real Time Tracking

< Social >

- Full Management
- Profile Creation
- Custom Content
- Daily Posting

< Graphic >

- Corporate Branding
- Logo Design
- Sales Collateral
- Printing

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Shane Robert Walton

Shane has served as a Fulbright Scholar for the US State Department and has lectured around the world, including universities in North America, Europe, and Asia. He has managed national legislative campaigns, escaped scot-free from a kidnapping in Ecuador, and currently manages Green Vine Marketing.

Shane's focus is helping companies understand and navigate the new world of online marketing. He speaks on social media, search engine optimization, lead generation, and modern sales automation. His specialty is no nonsense, easy to understand training on the latest trends in customers' shopping habits, what these changes mean for small to mid-sized businesses, and the fastest and most cost effective strategies companies can use to adapt to their new marketplace.



COMMON INTERVIEW QUESTIONS

CURRENT STATE OF THE MARKET

In the past two years, what have been the biggest changes in customers' shopping habits?

But things are always changing. Are these new trends any more significant than all the other changes we've seen?

So what impact do these changes have on local business?

HOW CAN SMBs ADAPT EFFECTIVELY

So is it all doom and gloom? Or can business owners adapt to these changes and thrive?

But what about small, local businesses? Their owners already wear 20 hats and don't have much time or money...

BEST TIPS FOR BUSINESSES TODAY

So if you were talking with the owner of a local business, what are the top 3 marketing tips you would give them?

What are the most important elements for SMBs when putting together a modern marketing plan?

ABOUT SHANE & GREEN VINE

Your background is in politics — so how did you end up owning a marketing firm?

There are a lot of marketing companies out there. What makes you guys different?

You're a business owner yourself. Past marketing, what are the biggest lessons you've learned in growing Green Vine?

SOCIAL MEDIA MARKETING

Social media is always in the news with the latest new website or tool. It's overwhelming. Can we cut through the chatter? What should SMBs actually be focused on?

But people don't want more advertisements today. Can't you upset your customers by over-posting on social media?

What should a social media action plan look like for a SMB?

SEARCH ENGINE OPTIMIZATION

Search engine optimization is such a complicated field. Can you simplify it? What does Google really care about today?

This year we've heard a lot about "Mobilegeddon". What was the final fallout from it? And looking forward, what is the next doomsday event we can expect from Google?

What should a SEO action plan look like for a SMB?

LEAD GENERATION & SALES AUTOMATION

Is online marketing REALLY the end all strategy today? It works, we get that. But should companies really just forget about traditional marketing approaches?

Outside of social media and SEO, what other online tactics or tools do companies need to be using today?

What is the most important aspect of online marketing for the long term health of a business?

If you were creating a step-by-step online marketing checklist for a company, what would be on it?

Available for interviews & speaking engagements.

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Frequently Asked Questions

(common questions about Green Vine Marketing)

What does Green Vine Marketing do for clients?

We partner with small to medium sized businesses to help them attract new customers, close more sales, and grow rapidly. Our most common services include search engine optimization / SEO (the process of driving a company to the top of Google's search results), social media marketing campaigns on Facebook, Twitter, LinkedIn & Google Plus, and custom website design, as well as graphic design, branding, public relations, and printing.

Who is your primary client base & what types of businesses do you serve?

We have served clients worldwide and in over 30 US states across a wide variety of industries, including professional services, real estate development, tourism and hospitality, manufacturing, retail, health care and non-profits. Regardless of industry, our ideal client profile is a company of 5 - 250 employees that is aiming for rapid and explosive growth in the next 6 - 18 months.

Why are you different from the other marketing firms out there - what makes you unique?

Our holistic approach, full customization, and focus on transparent results set Green Vine apart.

By providing a comprehensive marketing solution, we create consistent messaging and branding across all online & offline marketing channels. In addition, our holistic approach ensures that each marketing activity "snowballs" and accelerates the results of the other marketing activities. Each website is built to be search friendly and fully integrated with social media, while our social media campaigns are designed to boost clients' search rankings, and our SEO targets clients' most current on and offline promotional offers. All of our services also include full customization & custom design at no additional cost, avoiding the all too common "one size fits all" marketing solutions that rarely fit any company perfectly. Finally, our service model is centered on delivering fast results. This is how we measure ourselves, and how we want clients to measure our services as well. To enable this, we provide each client with access to their own, comprehensive tracking portal that allows them to see minute by minute what is being done on their marketing campaign AND the numeric results being produced via search engines rankings, website traffic, new social media followers, social engagement, and leads generated. Complete transparency like this is something we believe is sorely lacking, but truly needed in our industry.

When was Green Vine Marketing founded?

We opened our doors in 2008 in North Carolina as Green Vine Designs. To mirror our expansion from web & graphic design into a full suite of marketing services, our name was later changed to Green Vine Marketing. We relocated our headquarters to Denver in 2010 to take advantage of the health of the regional startup economy and great quality of life for our team. We all love sun, outdoor adventures, and local breweries.

Where can people find out more information?

Our site (GreenVineMarketing.com) is a great place to start. And we've always got a pot of coffee brewing as well, so stop on by our office in downtown Denver anytime at 600 17th St, Suite 2800. Or, you can always reach us via phone (720.295.8463) or email (info@GreenVineMarketing.com).

What Folks Are Saying

(some quick testimonials)

Shane provides information that is relevant and useful for all participants. Business owners, management and front-line staff will all walk away with something of value. His presentations are fresh, captivating, and applicable to any type of business and all levels of professionals.

ANDREA LAREW, PRESIDENT
WEST CHAMBER OF COMMERCE

Shane is the most amazing, energetic, "smiling" speaker I know. The audience always enjoys him immensely!

GREG PETRI, PRESIDENT
ONE BUSINESS CONNECTION

Shane's presentations and trainings are timely, interesting, and extremely thought provoking. We always get a ton of great feedback from the audience!

ANDREW GLASPY, PRESIDENT
UNION CORRIDOR PROFESSIONALS

To put it in a nutshell, you are simply the best. Your prices are reasonable and your turn around time is far superior to any other company I have ever worked with.

WILLIAM BELL, OWNER
BELL STAR ENTERTAINMENT

Green Vine Marketing is a pleasure to work with. They are competent, efficient, dependable, very helpful and reasonably priced. Their knowledge of non-profits was especially appreciated.

RUTH DRAYER, DIRECTOR
PEOPLE FOR NATIVE ECOSYSTEMS

Thanks for the great and professional job. I love our website and we've received very favorable comments from our clients already. And all for a very affordable price!

VICTORIA EDGERLEY, PRINCIPAL
EDGERLEY & ASSOCIATES

I'm a tough customer and tend to be hard to please - their patience, professionalism and product OVER-EXCEEDED my highest expectations. I had already recommended them to two business partners of mine before my site was finished and will continue to recommend!

MELISSA WILSON, OWNER
THE GO TO GAL

Green Vine Marketing was so helpful before we even began our website, which is what ultimately made me decide to go with them. I figured if they were this helpful and I haven't paid them a dime, then this is the level of service I deserve and expect. We got our project completed with no hassles and a lot of help. I would gladly recommend Green Vine to my friends and family.

TAYLOR GRANT, OWNER
CREDIT REPAIR TOOLBOX

I am very pleased with the customer service and expertise I received from Green Vine Marketing. They were great to work with, very prompt with their communication, always ahead of schedule on deadlines, and delivered me the exact product I was looking for. I can't thank them enough for being so flexible and understanding to my needs.

GLENN LEMIRE, PRINCIPAL
EASY SIX FIGURE SUCCESS

Shane and his team at Green Vine Marketing are my perfect idea of professional work with kindness and attention to my needs. I enjoy the special treatment I feel I receive and how unique was the delivery of my requests. It is a pleasure working with you and I will recommend your services to anyone who wants just the best.

TAMARAH RODRIGUEZ, M.D.
ENGAGE WITH YOU

[GreenVineMarketing.com](https://www.GreenVineMarketing.com)

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Interviewed In

**Small Business
Computing**
Make smart technology decisions

NFIB
The Voice of Small Business®

**BUSINESS
NEWS DAILY**
Small Business Solutions & Inspiration

seoplus⁺

EContent

MONSTER

flexjobs



Kabbage



**STAND OUT
DESIGNS**

Let's Talk

Schedule an interview

Phone: (720) 295 - 8463

Email: Press@GreenVineMarketing.com

Visit our office

600 17th St, Suite 2800

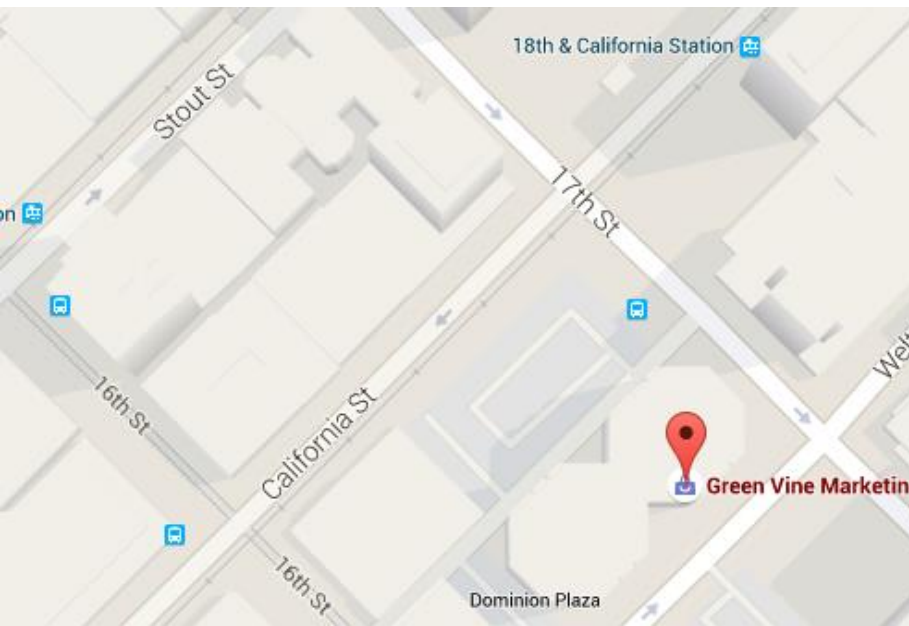
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Marketing**