

montana and ware **WEB SOLUTIONS**

Web Marketing · Advertising · SEO · Web Analytics · Social Media Strategy



BAINBRIDGE LAW CENTER
PHILADELPHIA, PENNSYLVANIA



Susan F. Rzucidlo ★
DEMOCRATIC CANDIDATE FOR PA HOUSE OF REPRESENTATIVES



★ **Debra Heffernan**
DEMOCRAT FOR DELAWARE



Montana and Ware Web Solutions, LLC is an advertising agency that focuses on web strategies for bilingual businesses. We specialize in Web Design / Web Development, Search Engine Optimization, Web Analytics and Advertising Services that include Brand Development, Graphic Design and Electronic Communications in Spanish and English.

At Montana and Ware Web Solutions we are driven by the promise of success that arises out of a collaborative relationship with our clients. We like to listen, exchange ideas, and deliver insightful business solutions and marketing intelligence.

Our methodology helps to establish business objectives, discover different segments among our clients' customer base, identify the right messages for different groups and compare success metrics on different advertising platforms. Once we develop a solid web marketing strategy, we help our clients select and implement the appropriate software tools and manage their ongoing marketing efforts.

Advertising	Marketing
<ul style="list-style-type: none">• Competitive Analysis• Graphic Design and Motion Graphics• Brand Development• Bilingual Communications• Web Design• Social Media Strategy and Execution• E-mail Advertising	<ul style="list-style-type: none">• Web Analytics• Integration of Content Management Systems• Information Architecture• Multivariate Testing and Targeted Content• PPC Advertising• Search Engine Optimization• Integration of Customer Relationship Management Systems

Strategic Marketing

Our Approach

Prior to starting any engagement we meet with our clients to discuss the reach of their marketing efforts and discover opportunities with respect to social media campaigns, search engine optimization, e-mail marketing and traditional advertising.

The diagram below illustrates the typical approach that we follow. The first step is to assess our clients' business performance, establish goals and develop a marketing strategy. Once we identify the path that our clients need to follow, we explore the need to work on the remaining 3 phases, where we recommend software tools, execute marketing campaigns and monitor ROI and web trends.

Monitor

Collect, analyze and report customer insights to improve user experience.

Think

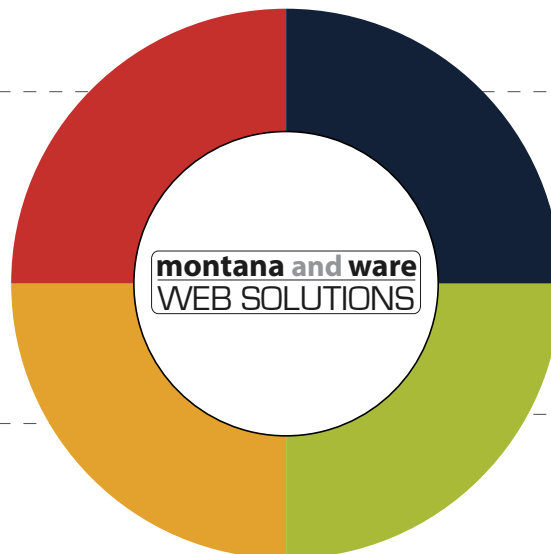
Develop online marketing strategies and align business objectives with the tools, campaigns and metrics for success.

Execute

Execute tactics and campaigns that accomplish specific business objectives and provide engaging customer experiences.

Tool

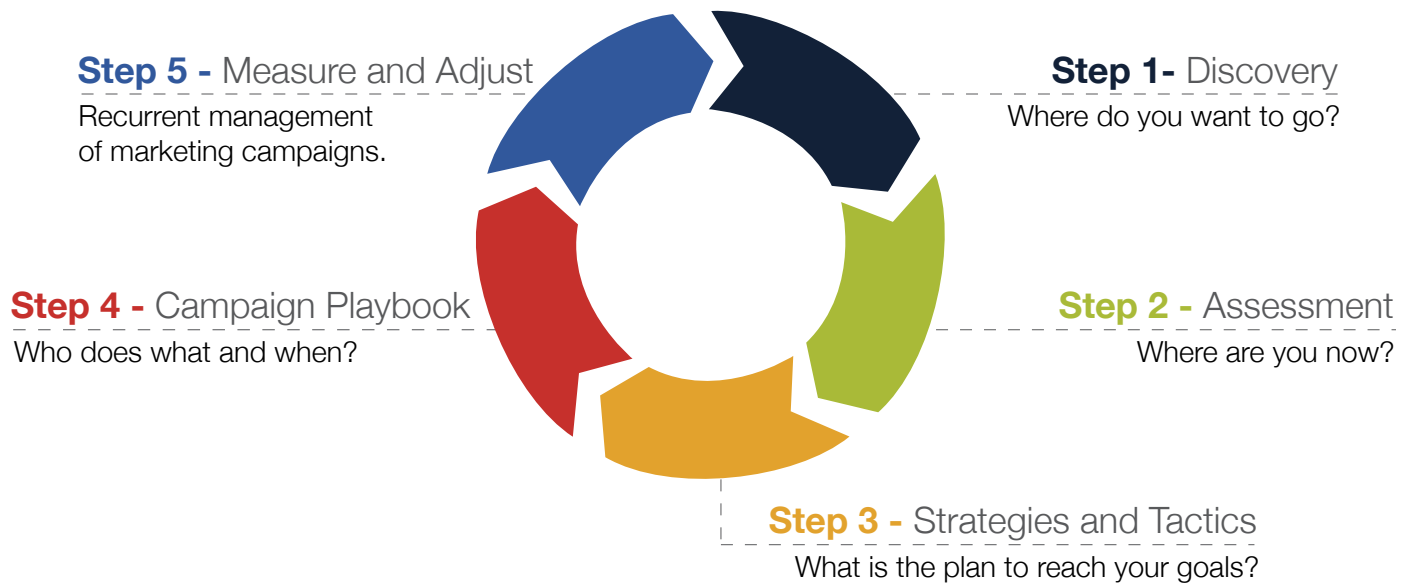
Identify and implement the software and systems to enable key business and marketing processes.



Strategic Thinking

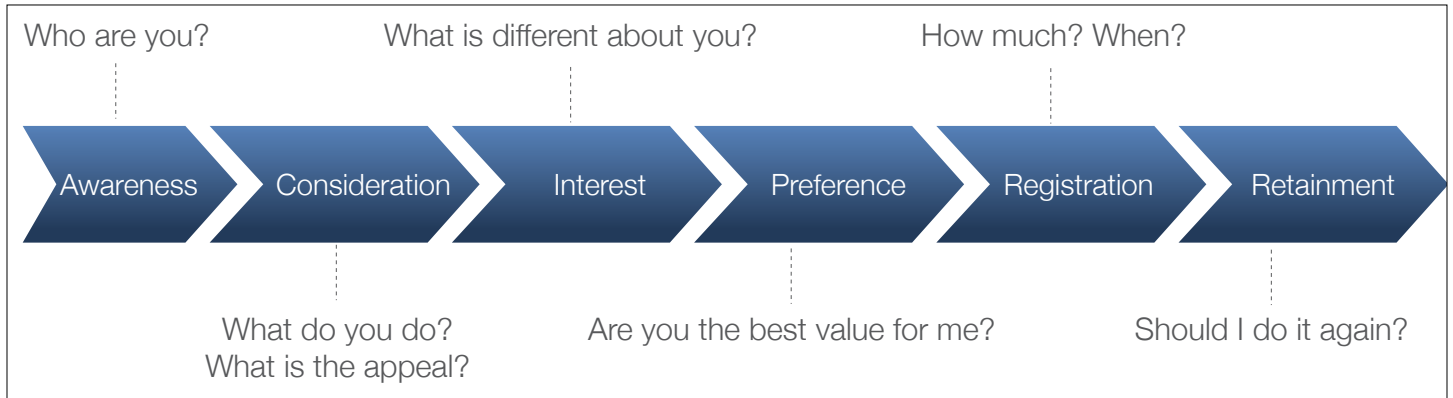
Web marketing can be one of the most cost effective methods of promoting any business and we usually recommend the development of a marketing strategy that uses a data-driven approach. We use Google Analytics and Omniture* to measure the impact of any marketing initiative.

The following five steps offer a high-level view of the engagement that we typically establish with our clients.



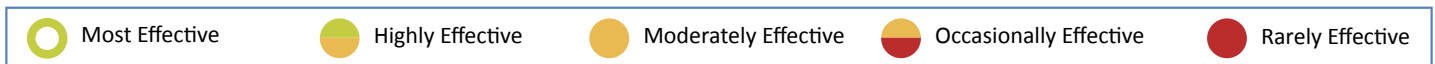
*We work with subcontractors who specialize in the implementation of web analytics software.

Sample Reports



Purchasing funnel.

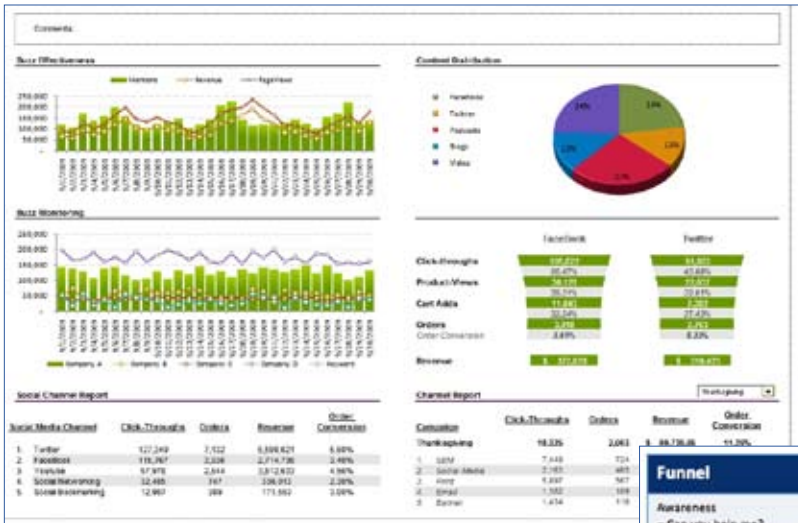
Marketing & Sales Category	Awareness	Consideration	Interest	Preference	Purchase
Website Content	●	○	○	●	●
Landing Page Testing (Multivariate)	●	○	○	●	●
Search Engine Optimization	○	○	●	●	●
Link Building	○	○	●	●	●
Pay Per Click (Google)	○	●	●	●	●
Pay Per Click (other sites)	●	●	●	●	●
Blogging on external sites	●	●	○	●	●
Social Media & User Generated Content	●	○	○	○	●
Affiliate Marketing	●	●	●	●	●
Banner Advertising	●	●	●	●	●
E-mail marketing (known groups)	●	●	○	○	○
E-mail marketing (broadcast)	●	●	●	●	●
Widgets and Free Application/Tools	●	●	●	●	●
Text & Mobile Marketing	●	○	○	●	●
Video	○	○	○	○	●



A typical audit of tactics by stage in the purchasing funnel.

Sample Reports

A screenshot of the social media listening dashboard.



Sample chart for the metrics of success.

Funnel	Consumer Behavior	Typical Key Performance Indicator
Awareness – Can you help me?	Find Your Site	<input type="checkbox"/> # of Impressions <input type="checkbox"/> Click-Through Rate and #
Consideration – What does your company/product do?	Search for Product/Service	<input type="checkbox"/> Bounce Rate, Landing Page Source Rates <input type="checkbox"/> E-mail open & Click through ratios <input type="checkbox"/> Time on Site for new visitors <input type="checkbox"/> Next-Flow Analysis Report <input type="checkbox"/> Internal Search Analysis <input type="checkbox"/> Names/e-mails acquired
Interest – What's different about your company/product?	Feature Compare and Education	<input type="checkbox"/> Webinar Signups <input type="checkbox"/> "Portfolio Finder" Starts <input type="checkbox"/> Downloads <input type="checkbox"/> Video Starts & Finishes
Preference – Which solution offers the highest value for the money?	Compare	<input type="checkbox"/> Shopping Cart Starts & Abandonments <input type="checkbox"/> Requests for Quotes <input type="checkbox"/> Calls and Leads - unique numbers @ the keyword level <input type="checkbox"/> Chat Starts
Purchase – How much for how long?	Commit	<input type="checkbox"/> Revenue by ... <input type="checkbox"/> Product Category <input type="checkbox"/> Product <input type="checkbox"/> Source (ad network, SEO, phone, chat, promotion, e-mail campaign) <input type="checkbox"/> Segment
	Re-order & up-sells	<input type="checkbox"/> Product reviews and ratings submitted <input type="checkbox"/> Cases submitted <input type="checkbox"/> Return frequency

Sample web analytics report.



*Delivery of these reports is contingent upon the installation of analytics software. Some scenarios may not apply to all clients.

Advertising Portfolio

PROBABLY THE
**TOUGHEST EVENT
ON THE PLANET**
★ 10 MILES ★ 20 OBSTACLES
★ 10,000 PARTICIPANTS

AUSTIN, TX
JANUARY 29-30

TOUGH MUDDER
REGISTER AT
TOUGHMUDDER.COM

STRENGTH ★ STAMINA ★ TEAMWORK ★

This advertisement features a large image of a participant climbing a barbed wire obstacle. The text is bold and high-contrast, set against a blue sky background. The Tough Mudder logo is prominently displayed.

PROBABLY THE
TOUGHEST EVENT ON THE PLANET
★ 10 MILES ★ 20 OBSTACLES ★ 10,000 PARTICIPANTS

AUSTIN, TX
JANUARY 29-30

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STRENGTH ★ STAMINA ★ TEAMWORK ★ CAMARADERIE ★ MENTAL GRIT ★ HONOR

Official Supporter of
WILSON & WILSON
PRIDE

This advertisement shows a group of participants on a wooden obstacle. The layout is similar to the first ad but includes a grid of smaller action photos and the Wilson & Wilson Pride logo.

PROBABLY THE
**TOUGHEST EVENT
ON THE PLANET**
★ 10 MILES ★ 19 OBSTACLES
★ 10,000 PARTICIPANTS

NOR CAL
SQUAW VALLEY, CA
SEPTEMBER 17-18

TOUGH MUDDER
REGISTER AT
TOUGHMUDDER.COM

Register before June 10 and get \$10 off. Use promo code "NorCalough".

STRENGTH ★ STAMINA ★ TEAMWORK ★ CAMARADERIE ★ MENTAL GRIT ★ HONOR

Official Supporter of
WILSON & WILSON
PRIDE

Find us on:

This advertisement features a central image of a participant in a mud obstacle. It includes a grid of smaller photos, social media icons, and a promotional code.

Web and Mobile Marketing

Web Banners and Cell Phone Ads

TOUGH MUDDER
COMING TO SOCAL, MAY 28-29

PROBABLY THE TOUGHEST EVENT ON THE PLANET
10 MILES ★ 22 OBSTACLES
CLICK TO REGISTER

TOUGH MUDDER
Coming to SoCal, May 28-29

Carrier 9:49 AM

TOUGH MUDDER

SOCAL, MAY 28-29, 2011

CLICK TO REGISTER

Your station will be right back... Why ads?

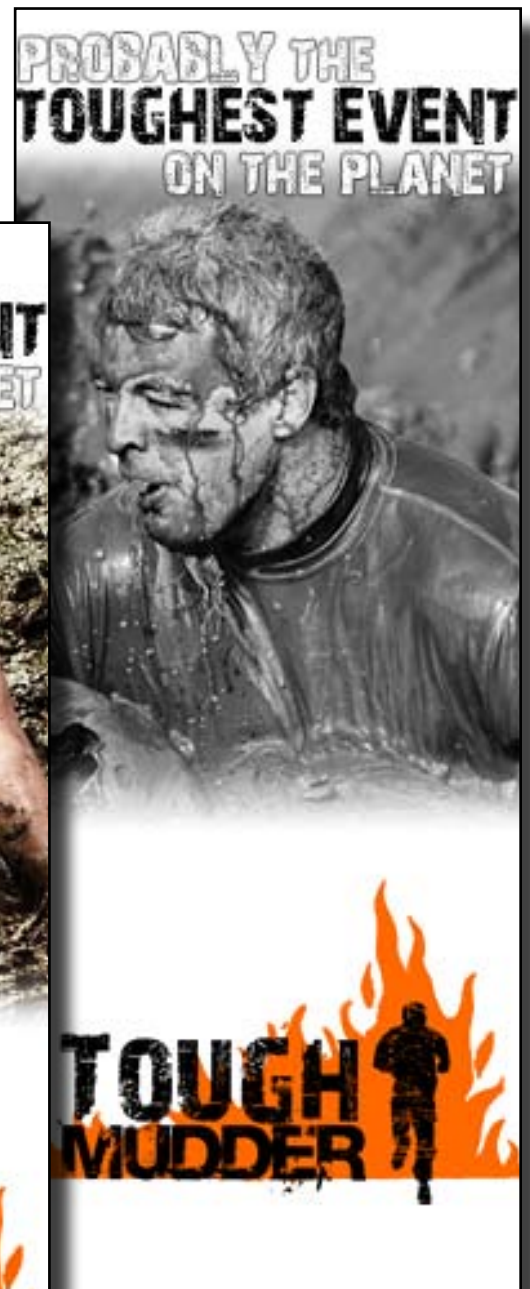
No Volume Available

TOUGH MUDDER
PROBABLY THE TOUGHEST EVENT ON THE PLANET
JUNE 25-26, BEAVER CREEK, CO

10 MILES ★ 21 OBSTACLES
CLICK FOR MORE INFO

Social Media Advertising

Facebook Profile Images



Yahoo! Mail (montana_santiago)

Hi, santiago | Available | Sign Out | Yahoo! Games | Search | Web Search

What's New | **Inbox** 6682 emails

From: Tough Mudder
To: Undisclosed Recipients

6 Files View Slideshow Download All
IMG_2807[1] (1290KB); IMG_2822[1] (2132KB); IMG_2824[1] (1312KB); IMG_2853[1] (1343KB); IMG_2868[1] (1170KB); IMG_2874[1] (1076KB)

TOUGH MUDDER
Probably The Toughest Event on the Planet
10 Miles + 20 Obstacles

TOUGH MUDDER

COMING TO CALIFORNIA

FIND US ON (@ToughMudder)

Click to Register!

SoCal May 28 & 29
Nor Cal September 17 & 18

(Use promo code "MapMudder10" for a discount.)

Are You Tough Enough?

Tough Mudder is Ironman meets Burning Man, and it is coming to California! Our 10-12 mile obstacle courses are designed by British Special Forces to test all around strength, stamina, mental grit, and camaraderie. Forget finish times. Simply completing a Tough Mudder is a badge of honor. All sponsorship proceeds and participant fundraising efforts support the Wounded Warrior Project.

Applications

- Attach Large Files
- Automatic Organizer
- Calendar
- Edit Photos
- Evite
- Flickr

TOUGH MUDDER
COMING TO SOCAL, MAY 28-29
PROBABLY THE TOUGHEST EVENT ON THE PLANET
10 MILES + 22 OBSTACLES
CLICK TO REGISTER

MATT SCHLATTER

music instructor

Home | Music Lessons | Matt's Music | About Matt | Contact



Music Lessons in Brooklyn, NY.

Matt Schlatter is an experienced music teacher based in Brooklyn, NY. He has been teaching guitar lessons, piano lessons, bass lessons, and songwriting lessons for more than 7 years. Whether you have always wanted to play an instrument, or have been playing for years and need a new direction, Matt can teach you what you need to know. He has taught everyone from beginning rockers, to intermediate folkies, to advanced jazzers, from 5 year olds all the way up to 75 year olds.

To learn more about Matt's rates and policies, visit Matt's [faq page](#), or send him an [email](#) to get started with your lessons.

Composer

Matt has been writing music for as long as he has been playing it. He has written music in many styles, including classical and jazz. He also has considerable experience writing music for theater productions. To hear some of Matt's music, check out the music tab at the top of the page. If you are interested in commissioning a piece for a concert performance, theater production, or film score, [contact Matt here](#).

Musician

Matt has been gigging on both guitar and piano since high school. He has played in small jazz cafes, large rock clubs, musical theater pits and recording studios. If you are a fellow musician looking for a keyboard on your next album, a theater company looking for a musical director or a restaurant looking for a jazz trio, [contact Matt here](#). You can also check out his [website here](#).

Piano Lessons | Guitar Lessons | Music Lessons for Children | FAQs | Bass Lessons | Contact | [ask about my rates and schedule](#) | [Blog](#)

MATT SCHLATTER

music instructor

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Music Lessons for Kids in Brooklyn, NY.

If you are interested in either piano or guitar lessons for your son or daughter, you've come to the right place. Years of trial and error have refined the way that Matt teaches specifically for young learners. The key to that every child is different and that everyone learns at his or her own rate and in his or her own path. This means music teachers (and parents) can run music for a child by pushing it on them in the wrong way, and will guide the student through the process - even as teaching music, simple mistakes, really hearing the music, and enjoying it - who knows it's fun and engaging. Your child will even get to play some games!

To learn more about Matt's rates and policies, visit our [FAQ page](#). If you are ready to start your child's lifelong exploration of music, [contact Matt](#) and set up your first free lesson!

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Piano Lessons in Brooklyn, NY.

Whether you want to learn Beethoven or Billy Joel, Matt can teach you. You will learn all the basics - note names on the keyboard, how to read music, scales and arpeggios, chord construction, and intervals. The left hand and right hand are given equal attention, and will be playing harmoniously together in no time. You'll start with a simple song like John Lennon's "Imagine" and work your way up to Fur Elise. We'll work on rhythm and soon you'll be putting together the Charlie Brown theme. You'll even get to jam out songs and pieces by your favorite piano players. Matt is also a great music theory teacher. You'll learn about scales, chords, the circle of fifths and key signatures, melody, harmony, rhythm, time signatures and more.

To learn more about Matt's rates and policies, visit Matt's [FAQ page](#), or send him an [email](#) to get started with your piano lessons. If you're thinking about music lessons for your kids, please visit our [children's page](#).

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Bass Lessons in Brooklyn, NY.

So you want to be different - everybody plays guitar, but you want to play the Bass! Matt can help you learn bass too. You'll learn all the techniques you need to start playing like the great McCartney. You can even learn how to play like Phil Spector when your favorite band is, you'll learn what it is they do, and when they do it, so that you can start making your own band there too. In addition, you'll learn all the building blocks of bass playing - major scales, minor scales, and arpeggios - technique and even improvisation if you want. You'll be holding up the bottom end in your very own band in no time!

To learn more about Matt's rates and policies, visit Matt's [FAQ page](#), or send him an [email](#) to get started with your bass lessons. If you're thinking about music lessons for your kids, please visit our [children's page](#).

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Susan F. Rzucidlo ★

DEMOCRATIC CANDIDATE FOR PA HOUSE OF REPRESENTATIVES

"It is time to put public service back into politics"

Vote For Susan F. Rzucidlo, 158th Legislative District

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A Resourceful Leader Known for Getting Results.



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Adult Services Resource Fair at CCIU
Downingtown, PA.
[Learn more](#)
- May 18
Primary Election Day
Don't forget to vote!
[Learn more](#)
- May 25
Citizens for Climate Protection
Landenberg, PA
[Learn more](#)

Learn why Susan is running for Office
Hear what people are saying about Susan

Learn why Susan is running for Office

The system needs to be fixed and the current way of doing business needs to be challenged. I intend to do just that... [Learn More](#)

Hear what people are saying about Susan

Susan is a visionary - It is always amazing when we sit and talk to hear her ideas, flowing one after another... [Read Testimonials](#)

Gallery of Images
Support Susan on Facebook

Gallery of Images

See the latest images of Susan's campaign. [Visit Gallery](#)

Support Susan on Facebook

Post a message on your wall and become a friend of Susan's. [Go to Facebook now](#)

Invite Susan to speak in your community
Español

facebook


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"Dedicated to ending no-bid contracts and sweetheart deals in Pennsylvania."

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HAS BEEN PART OF SOUTH PHILADELPHIA SINCE 1987.

About Bainbridge Law Center, Philadelphia

Established in 1987, The Bainbridge Law Center has been continuously serving the legal needs of the residents of Queen Village, South Philadelphia and beyond for almost a quarter century. As a full-service practice, the firm is well-equipped to handle all of your legal needs. The office was started by Alan M. Sredt and first located at 313 Bainbridge Street. There, the firm became known for its commitment to clients and their various legal needs. In October of 2004, the firm moved into the heart of Queen Village to its current location at 2nd and Christian Streets.

Over the years, the Bainbridge Law Center has had significant experience and success in handling the following types of matters: Automobile Accidents, Chapter 7 Bankruptcy, Chapter 11 Bankruptcy, Chapter 13 Bankruptcy, Business Formation, Civil and Commercial Litigation, Criminal, Divorce and Custody, Estate Administration and Planning, Personal Injury and Real Estate and Zoning matters.

As a neighborhood practice, The Bainbridge Law Center prides itself on maintaining a professional, yet informal atmosphere where clients are also considered friends.

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Debra Heffernan
DEMOCRAT FOR DELAWARE
Delaware House of Representatives, 6th District

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Recognized leader
Debra was chosen as Delaware's representative to the inaugural Mom Congress in Washington, D.C.

Join our campaign

- Spread the word
- Get email updates
- Invite Deb to speak
- Host an event
- Voter resources
- Get signs and stickers

Contribute

In the news

Selected to represent DELAWARE
at the Mom Congress in Washington, D.C.
Click to read more. ★

Debra Heffernan, candidate for Delaware's House of Representatives

- ★ President, Brandywine School Board
- ★ Environmental toxicologist with two decades of experience
- ★ Delaware Brownfields Advisory Committee member
- ★ Delaware's Outstanding Mom Advocate for Education
- ★ Founding member, Brandywine Special Needs PTA
- ★ Former PTA co-president, Bush Early Education Center
- ★ [Learn why Debra is running for office](#)

Delaware First Media Article
Democrat Debra Heffernan says she can "hit the ground running" if she is elected to the state House of Representatives—"especially in the areas of education and the environment." Heffernan, who is challenging Republican incumbent Tom Kovach in the 6th District, points to her experience on the Brandywine school board and her professional credentials in environmental policy as key strengths... [Read more](#)

Campaign updates and endorsements
[Click here](#) to view updates on Debra's campaign.

Gallery of images

Debra Heffernan
DEMOCRAT FOR DELAWARE
Delaware House of Representatives, 6th District

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Education
Debra is the only candidate with extensive experience in education management.

Join our campaign

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Calendar of events
[Click here](#) to view Debra's calendar of events.

July 27 Wine Reception Fundraiser
[Click here](#) for information on the July 27th event at Paradise club.

Green energy
[Click here](#) to learn about wind energy in Delaware.

Gallery of images
View photographs from past events and the campaign trail. [Click to visit gallery.](#)

THIRD CONGRESS
Partnership

Debra Heffernan
DEMOCRAT FOR DELAWARE
Delaware House of Representatives, 6th District

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Debra Heffernan's gallery of images

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[Click here to read news about Debra's campaign](#)

KITE
BOARDING



DEEP OCEAN

ecologic
geothermal engineers

gardens



Landscaping design

ALLIANCE CULTURELLE
VILLE DE NEUILLY-SUR-SEINE

Bainbridge Law Center

Philadelphia, Pennsylvania



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