

### Writing Sample - MarketMotive.com

[I managed the branding and site development for MarketMotive.com, the digital marketing industry's first and foremost professional training provider, as well as writing all the content for the site until its merger with Simplilearn in 2015. Below is the original "About" page which stands as I wrote it.]

## What we do

We help marketers, agencies, and enterprise teams change their careers, lives, and businesses by providing the industry's most comprehensive digital marketing training.

Our courses are used by higher education institutions like Duke University, Penn State, and Polk State College, to supplement their classroom training and enhance their Community Education catalogs.

Agencies, media companies, and Fortune 1000 Enterprises empower their teams to expand their skills, enhance communication, and improve efficiency with customized team training programs.

Individual marketers hone their skills and broaden their expertise with self-paced training that makes them more effective, relevant, and successful in their digital marketing campaigns and careers.

## How We Got Here

We didn't become the industry's leading internet marketing training provider by throwing a quick set of videos up on YouTube and charging admission.

We didn't do it by building proprietary SAAS tools and then giving away free videos that explain how to use our tools.

We did it by focusing on education, and partnering with the most recognized professionals in the industry: the best-selling authors, keynote speakers, and respected consultants that everyone else looks up to. The people who wrote the books that our competitors' courses are based on.

We did it by maintaining our library of exclusive content on a daily basis, and keeping our curricula up-to-date so you don't get left behind when the trends and techniques of this fickle industry take a left turn.

We did it by maintaining our library of exclusive content on a daily basis

We did it by building a custom web-based Learning Management System (LMS) and manager's dashboard that deliver a structured curriculum, streaming video, progress quizzes, exercises, assignments and tests to desktops, laptops, and mobile devices.

We did it by staying dedicated to delivering the most current, relevant, robust, and demanding Internet marketing training courses to our students.

We did it for you.

## Where We Are Now

Market Motive courses and certification provide authoritative cross training in SEO, web analytics, social media marketing, conversion optimization, mobile marketing, PPC advertising, and content marketing. The curriculum is constantly up-to-date, is guaranteed to be authoritative, and is always taught by best-selling authors and repeat keynote speakers in the industry.

## **Leading Corporations Repeatedly Invest In Market Motive Training**

Our curriculum is licensed, white-labeled, and in use by Rutgers University, Benedictine University, The DMA (Direct Marketing Association), New Horizons, Rasmussen College, Aspen University, and dozens of other universities, training institutions, and colleges worldwide.

Leading corporations that repeatedly invest in Market Motive certification for their teams include Microsoft, Dell, Hewlett-Packard, Adobe, Kaiser Permanente, GE, Salesforce, Marriott, Home Depot, AARP, Gannett Publishing, Fidelity, Harvard Business Review, Yamaha, United Press International, Motorola, and many more each week.

The governments of the United States and United Kingdom have assessed and approved Market Motive courses for federal funds for career development.

## **The People That Made It Happen**

Michael Stebbins, John Marshall and Avinash Kaushik have been power players in the fields of Web Analytics and Internet marketing for over a decade.

In 2002, frustrated with the tools then on the market, John founded the analytics software company ClickTracks. With Michael on board as VP, ClickTracks' award winning software was a Silicon Valley success story and the company was ultimately acquired by Lyris.

After ClickTracks, they partnered with colleague Avinash Kaushik, bestselling author and Digital Marketing Evangelist at Google, to do for online marketing education what they'd done for analytics: make it convenient, powerful and usable.

So in 2007 the trio founded Market Motive, committed to providing the best web-based Internet marketing training and certification programs anywhere. They gathered the industry's leading thinkers, writers, and speakers to form a Dream Team Faculty, and developed a comprehensive online Internet marketing curriculum that's available to students online anytime, anywhere.

## **Power Players in the digital marketing arts**

The result has been remarkable. Market Motive's curriculum is endorsed by Search Engine Guide, Search Engine Strategies, Search Engine Journal, the Digital Marketing Association, Rasmussen college and many others. Universities around the world have integrated Market Motive's curriculum into their marketing programs, and more are on the way. Market Motive faculty continue to be the most highly respected

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consultants, writers and keynote speakers in the industry, keeping the curriculum current, relevant and actionable.

There is no better time to enter into this industry, and there is no better place to get the training you need than Market Motive.

Join us, and we'll see you inside.