

For Immediate Release

HANAPIN MARKETING AMONG “BEST PLACES TO WORK” SECOND YEAR IN A ROW

*Indiana Chamber of Commerce Names
Hanapin Marketing to its List of Best Places to Work in Indiana in 2013 and 2014*

February 26, 2013 — The Indiana Chamber of Commerce released its annual list of Best Places to Work in Indiana and Hanapin Marketing is named once again among the organization’s choices for 2014. Hanapin also made the list in 2013 and is the only company from Bloomington on the entire list and one of only four from southern Indiana.

The selections are determined through employer reports and comprehensive employee surveys. The Best Companies Group, which handled the selection process, oversees similar programs in 23 other states.

"An honor like this reflects a lot of the hard work we’ve been doing and continue to do to make Hanapin a special place to work," said Pat East, founder and CEO of Hanapin Marketing.

Hanapin has instituted several policies geared toward creating a unique work environment. After a year, for example, employees have the opportunity to work remotely two days per week. And once every quarter, the entire company takes a three-day weekend.

Finding the right people is a big part of Hanapin’s strategy. The company places an emphasis on training, not just at the beginning but also throughout an employee’s career, and people who work for Hanapin are expected to become experts in their field.

"Not only is Hanapin a great place to be because of our industry leadership and the great work we do, it’s a great place to work because of the collaboration and supportive culture here," said Rachael Law, an Account Manager at Hanapin. "It definitely allows us to think outside the box."

Hanapin’s blog, PPC Hero, is written entirely by employees (aside from the occasional guest blogger) and is widely read in the web marketing industry. Combined with Hero Conf, which is Hanapin’s annual search marketing conference and features many Hanapin employees as speakers, it’s easy to see why employees quickly become thought leaders in the tech industry.

"Being recognized as one of Indiana's Best Places to Work for a second year in a row is very exciting for us!" said Chris Martin, Talent and Culture Leader for Hanapin. "With our past success and planned growth, it's an awesome validation of the amazing staff we

already have; it also helps us attract and retain new great people, which is an important part of our future plans."

As a national player in the search marketing field, making the benefits of working for Hanapin clear is an important competitive edge as well.

Hanapin is one of 41 companies named in the "15-74 employee" category of the Chamber of Commerce's list, which includes 100 companies in four categories. The companies will receive their final ranking during a special awards dinner on May 1 at the Indiana Convention Center in downtown Indianapolis.

About Hanapin Marketing

Hanapin Marketing is a paid search agency based in Bloomington, Indiana. Founded in 2004, the company manages and optimizes clients' paid search programs—increasing sales while simultaneously decreasing budgets. From ad copy composition to keyword research to landing page optimization, Hanapin's core objective is to maximize clients' return on investment. Hanapin Marketing also publishes the industry-leading blog, PPC Hero.

Contact

For more information about Hanapin, PPC Hero or Hero Conf, please contact Mark Casey at 812-330-3134, ext. 104 or e-mail Mark at mark.casey@HanapinMarketing.com.

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