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| Internet Marketing Agency | Standing Dog Interactive | Miraval Resorts |

Website: [www.standingdog.com](http://www.standingdog.com)

**MIRAVAL RESORT & SPA CHOOSES STANDING DOG INTERACTIVE AS  
INTERNET MARKETING AGENCY**

*Leading Dallas Internet marketing agency to oversee PPC, SEO, Social, Email and Display campaigns for luxury Arizona resort.*

Dallas, TX – Standing Dog Interactive, an Internet marketing agency based in Dallas, TX, has been selected by [Miraval Resort & Spa](#) to be its online agency of record. The Dallas marketing agency will handle Miraval’s Internet marketing, including pay-per-click (PPC), search engine optimization (SEO), social media, email and display campaigns.

“Standing Dog is excited to work with one of the top luxury resorts in the world,” said Mike Wylie, President of Standing Dog Interactive. “We’re eager to help Miraval Resorts succeed with Standing Dog’s proven marketing strategies.”

The first projects Standing Dog will undertake for Miraval includes tracking revenue data and lowering the click-through rate for existing PPC campaigns, increasing sales revenue substantially and opening up reporting and campaign tracking. Standing Dog will also completely revamp Miraval’s display ads, creating a fresh message to reach potential customers.

“One of the factors for choosing Standing Dog was their philosophy of a holistic marketing approach,” said Carol Stratford, Director of Marketing at Miraval. “By managing all the various forms of online marketing for us, we can create a unified voice in Miraval’s message.”

By focusing on reporting and tracking, the [Dallas marketing agency](#) aims to provide insight into the day-to-day operations of campaigns. Future efforts to improve reporting will help Miraval Resorts optimize their marketing strategy and effectively reach potential customers. Standing Dog will also work with Miraval to create a more robust social media presence, reaching out to and creating fans on Facebook, Twitter and other major social networks.

“With Standing Dog’s exceptional team of professionals and Miraval’s renowned accommodations and spa services, we’re confident that we can reach a whole new audience of potential customers and increase online visibility for this [luxury Arizona resort](#),” said Wylie.

**About Standing Dog Interactive**

Standing Dog is an Internet marketing agency comprised of recognized industry professionals. With a successful record of helping companies reach their target customers, generating leads and driving revenue online, Standing Dog has quickly become one of the leading [Internet marketing agencies in Dallas](#). Its team of experts offers digital

strategy and execution, from search engine optimization, pay per click marketing, local search marketing, social media to design and development.

In addition to improving search ranking, online visibility and site traffic, Standing Dog's SEO, PPC and social media experts provide in-depth analysis to identify the return on investment and the return on engagement. Named one of INC. 5000's fastest growing private companies two years in a row, Standing Dog has a commitment to excellence. Other major clients include Omni Hotels, Marriott and UDR.

#### About Miraval Resorts

Founded in 1996, Miraval has helped individuals live and feel better through a focus on healthy and sustainable living. The Miraval experience believes in fresh, locally-sourced ingredients to make healthy and delicious food; signature Clue-In™ self-discovery and growth activities that make the heart-pump and the head re-think; fabulous Chill-Out™ spa services that ignite the senses; an unrivaled team of well being Specialists to help guests make positive and lasting change in their lives; and the feeling of being taken care of from the moment guests enter the resort.

Miraval Resorts is led by Chairman and CEO Philippe Bourguignon, who has been the CEO of such companies as Club Med, Euro Disney and Accor. His vision has spurred growth at Miraval, which is now expanding beyond the Arizona resort to properties around the world. Whether enjoying relaxation at the Arizona resort, visiting Miraval Living or Miraval Communities, or experiencing well-being at Miraval experiences at other properties, guests have come to associate the Miraval brand with relaxation, rejuvenation and reinvigoration.