



For Immediate Release

**Public Relations Contact**

Bryan Johnson

(425) 673-5300 ext 112

bryan@tango-marketing.com

## **Tango Marketing Launches New Website to Promote Its Adobe Business Catalyst Partnership**

**Tango Marketing Helps Organizations Build Their Online Businesses, not Just Websites**

Edmonds, WA—September 29, 2012—Tango Marketing today announced the launch of its new website, [www.tango-websites.com](http://www.tango-websites.com) to promote its web development services based on the Adobe Business Catalyst platform. Tango Marketing specializes in marketing programs and services that help companies grow their Internet presence and build their online businesses.

The Adobe Business Catalyst platform is the **all-in-one** online business solution, which includes these vital components: Content Management, Customer Management, Email Marketing, Reporting and Analytics, and eCommerce. Tango's Business Catalyst websites deliver five distinct benefits for both businesses that cater to other businesses (B2B) and those that sell directly to consumers (B2C):

- Monitor your online business activity; traffic, subscriptions, sales, inquires, events, and referrals
- Control and maintain content in house
- Collect visitor data using the Business Catalyst customer database
- Take action on visitor data using the integrated email marketing system
- Benefit from built-in SEO tools

"Using Adobe Business Catalyst, Tango helps companies build an online business, not merely a website," said Bryan Johnson, president of Tango Marketing. "We hear the frustrations people are experiencing with traditional website models, among them the inability to easily maintain content, the lack of data about site traffic, and disconnect from other marketing tools they are using. Tango's Business Catalyst websites address each of these frustrations in a highly effective and cost-efficient way."

To learn more about the power of Adobe Business Catalyst, [click here to download our brochure](#).

### **About Tango Marketing, LLC**

Tango Marketing specializes in providing targeted, tailored, turnkey marketing programs to software and technology companies. Using proven techniques, market research, industry expertise, and creative genius, Tango designs and executes highly effective marketing programs to help software and technology companies, channel partners, developers, and consulting firms to place their name topmost in the minds of prospects and customers. Tango's solutions include: Adobe Business Catalyst web development for online business and search engine optimization (SEO), press releases, case studies/success stories, corporate and product brochures, newsletters, email marketing, and direct mail/postcard marketing. For more information call (425) 673-5300 or visit [www.tango-marketing.com](http://www.tango-marketing.com).