



Marketing Mojo

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Against the Odds: Leading Digital Marketing Agency Turns 10

Today is Marketing Mojo's 10th anniversary, a milestone not often reached by digital marketing agencies and start-ups.

CHARLOTTESVILLE, Va. (December 17, 2015)

With only a [10 percent success rate for start-ups](#), any business that can be profitable or even survive its first three years is an accomplishment. In the face of these odds, Marketing Mojo has not only seen 10 years in the digital marketing industry but has also been listed as one of the fastest growing private companies in the United States by Inc 5000.

Starting as Search Mojo in 2005, the then search marketing agency, which primarily focused on search engine optimization (SEO) and pay-per-click (PPC) advertising, evolved to accommodate the technological growth and demand of 2013 by expanding its service offerings to include paid media, content marketing and marketing automation. The state of the industry and these new services inspired a rebranding to "Marketing Mojo" and the launch of a new website: www.marketing-mojo.com. The agency's focus on search marketing and service to diverse verticals and industries, however, has remained constant.

Janet Driscoll Miller, Marketing Mojo's president and CEO, who has more than 20 years of experience in the marketing field, speaks regularly at marketing and SEO conferences across the nation, including Search Marketing Expo, Marketing Profs' B2B Forum, Tedx Open Mic Night and Pubcon. In addition to sharing her industry knowledge at speaking engagements, she has published articles on Marketo, Marketing Profs and Search Engine Journal and writes a regular column for [Search Engine Land](#). Actively

learning and remaining engaged in the industry is partially responsible for her agency's success.

When asked about her personal account of Marketing Mojo's 10-year history, Janet said, "The past ten years have been filled with successes and certainly a share of failures. But we feel truly thankful for the customers, employees and friends our company has worked with over the years. Every day has brought unique, new challenges in the digital marketing industry, and it certainly has kept us always learning and striving to be our best and evolving as our industry has progressed as well."

For Marketing Mojo's 10th anniversary, Janet wanted to preserve the brand but launch a new logo. Its design emulates an upward movement of search rankings, incorporates the "M" of Marketing Mojo and represents the agency and its clients' progression into the future.

Marshall Camden, Marketing Mojo's in-house graphic designer and crafter of its new logo, spoke to its creation, "Before we even got started, I knew that this redesign was going to be a tricky one. I've done plenty of this kind of work in my day, but never for a client whose industry is so young and, to be honest, completely lacking in obvious visual touchstones or references. How do you illustrate a concept like "digital marketing" in a way that's simultaneously effective, evocative, and simple?"

"A concept that we latched on to pretty early on as something we wanted the new logo to communicate was the idea of 'upward momentum.' Digital marketing can be very results and ROI-driven, so putting that idea into the audience's head early on was a definite plus. Ultimately, I was able to combine this 'upward momentum' idea with a sense of 'journey,' a path or progression being taken from a starting point to a 'higher' destination."

It is this mentality of progression, Janet's 20 years of marketing experience and the success of clients that enables Marketing Mojo to walk among the most experienced digital marketing agencies in the industry today.

About Marketing Mojo

Marketing Mojo is a full-service, data-driven online marketing and demand generation agency. Originally founded in 2005 as Search Mojo, Marketing Mojo has evolved its core services to adapt to the ever-changing needs and challenges of marketers – helping them to achieve their online marketing goals through search marketing, paid media, content marketing and marketing automation. With experience in a wide range of digital marketing disciplines, the Marketing Mojo team uses the latest information and techniques to help companies maximize the sales funnel and get the highest quality

results based on their goals. For more information, visit Marketing Mojo at marketing-mojo.com or read the Marketing Mojo blog at marketing-mojo.com/blog.