



Contact: Becky Rolli, Office Manager  
Marketing Metrics Corp.  
[www.marketingmetricscorp.com](http://www.marketingmetricscorp.com)  
[becky@marketingmetricscorp.com](mailto:becky@marketingmetricscorp.com)  
262-691-9229

**FOR IMMEDIATE RELEASE**

**Marketing Metrics Corp welcomes Dan Kidney**

PEWAUKEE, WI (April 15, 2014) - Dan Kidney has been named Chief Technology Officer of Marketing Metrics Corp. Dan has over 15 years of experience in the IT and Marketing fields. He began his career at the University of Wisconsin-Milwaukee, earning a BA in Management Information Systems, while working as Network Support Administrator and maintaining several website properties for the Lubar School of Business.

Prior to joining Marketing Metrics Corporation, Dan worked in marketing and advertising for a wide range of clients, but his focus has always been on the industrial and manufacturing sectors. The majority of his tenure was spent developing websites and maintaining Search Engine Marketing programs which improved client visibility on the major search engines. Dan has worked with a variety of companies, ranging in sizes from smaller five person machine shops to large OEM's such as Briggs & Stratton.

Dan is an avid runner and enjoys fly fishing, golf and backpacking.

Steve Condit, President of Marketing Metrics Corp, is pleased to announce Dan's addition to the company; "I've had the pleasure of working with Dan on several projects and have always been impressed with his professionalism, capabilities and knowledge of the industrial space. Thanks to Dan's expertise in Industrial Internet Marketing, one of our Wisconsin clients doubled their organic traffic from Google which resulted in a two-fold increase in RFQ's. It is a true benefit to our industrial clients, to have someone of his talent and experience working out of our Pewaukee office."

Contact Dan at: [dan@marketingmetricscorp.com](mailto:dan@marketingmetricscorp.com)

## About Marketing Metrics Corp.

Marketing Metrics Corp. provides internet marketing solutions to industrial clients throughout Wisconsin. MMC helps clients stay ahead of their competition while maintaining their on-line presence, by offering effective strategies.

Website Development, Search Engine Marketing, Email and Social Media campaigns are crucial components needed to grow your sales revenue. To be successful, industrial marketing uses different tactics than what is traditionally used with B2B or B2C marketing. That is why MMC only focuses on helping industrial manufacturers and distributors reach their goals.

MMC only takes on a limited number of clients on a retainer basis in order to get to know their business in great detail. As a result, MMC offers clients a "success plan" customized to their business/budget and assist them in executing a results focused strategy.

When sales growth is the only metric that counts for you, you can count on MMC.

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