

At EZ Texting, Senior Digital Marketing Manager Karin Odell runs point on all non-PPC paid media and conversion rate optimization, for both the SMB and Mid-Market segments. As a leader in both text message marketing and compliance, Karin and the EZ Texting team provide a way for companies to quickly and effectively reach and engage their mobile audiences.

“As the #1 SMS platform, we deliver the fastest, easiest, and most reliable way to connect. Our platform is flexible to fit customers' needs, supporting four key SMS types: Promote, Notify, Grow, & Serve.”

The Challenge

EZ Texting's challenge was connecting with SMB and Mid-Market companies through the right keywords. They needed to partner with a scalable, quality program that targeted their ideal customer and ranked first on search engines for key terms.

“We knew we needed a partner with strong organic SEO results and the knowledge and content marketing strategy to stay ranked.”



Karin Odell
Sr. Digital Marketing
Manager, EZ Texting

The Solution

After considering other marketing programs, Karin and the EZ Texting team decided to partner with business.com. "With numerous top-ranking search results for critical keywords, it was an easy decision to choose them as a partner." With the Qualified Traffic Program, EZ Texting receives intent website traffic while expanding their brand presence and increasing website conversions.

“As businesses adapt to the new normal, it's great to have a stable partner that can continuously help us drive outcomes. As our audience's needs change, there's a peace of mind knowing we will always be able to connect.”

Scalable Full-Funnel Marketing Programs that Drive Outcomes

Talk to the business.com team today to get started

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