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**Continued Growth and Expansion for Michigan Marketing & Web Company eMedia Solutions
triggers evolution into Bevelwise Media.**

GRAND RAPIDS, Michigan, March 23, 2009 – The full service marketing, search engine, and web company eMedia Solutions (www.emediasolutions.us) is pleased to announce they are now going to be known as Bevelwise Media (www.bevelwise.com) from this point forward. “After four plus years in business and average yearly growth of 60%, we needed to get a name that was more free and clear from competition,” said Principal Jim Barry. “Based on the economy, we feel fortunate to be growing our business more nationally. Our principles of helping people [market smarter](#) and driving them more business for less money is a mix that aids in continued growth. There are several ‘emedia’ company types in the U.S. and as a marketing company, we understand how important it is to own your brand so we changed.”

As a result of making them easy to find on the Internet through their own expertise in [search optimization](#), they had been receiving contacts for other companies named emedia in several states and even the United Kingdom, which emphasized that there was market confusion. In order to continue their high growth pattern, and with the fact they are gaining clients nationally, the need to alleviate any confusion became apparent.

“When you start a services company, you never really know what to expect, including how and where your clients will come from,” continued Mr. Barry. “We have been very blessed as a result of our approach with both prospects and clients and the foundation of that is building trust.” Bevelwise’s focus will continue to be helping customers set benchmarks and measure the effectiveness of their marketing. Interactive Media Director Paul Warren stated “A big part of our growth enabling has been being a leader in search engine optimization ([SEO](#)) and [digital marketing](#) for our area.” Mr. Warren continues with “We constantly educate and improve ourselves to follow industry best practices with SEO and website development. Lots of companies are just now realizing the power the Internet can bring to measurability while delivering better marketing results.”

Vice President of Development Craig VanDenBerg said “We have a [content management system \(CMS\)](#) for websites that repeatedly gets rave reviews for how easy it is to use and how much it allows clients to do.” The CMS is affectionately nicknamed Galvatron by the team and incorporates the ability to do detailed onsite search optimization without being a programmer while allowing for fluid menus, navigation, and internal search capabilities. Craig added “We start with a blank piece of paper and build how and what the client wants while helping them follow ideal usability.”

Mr. Barry stated “Our success really stems from two things: First, surrounding yourself with good people – and we have a great team and great clients; and second, treat clients as ‘customers for life’ with attitude, approach, and importance – we don’t lose sight of the fact we are nothing without our team and our clients. So many agencies and Bevelwise competitors lose sight of who and what should be important.”

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The Bevelwise approach helps their prospects and clients learn about what they should be asking for marketing related projects, understand what should be important with regards to each company's wants and needs for their marketing strategy, sets proper expectations with each project, and then delivers results. They also provide tools and have applications to aid in making it easy to work with Bevelwise.

Jim finished with, "70% of our business is still from Michigan and Michigan based companies, which with the current economic conditions, reinforces that we are doing something right by helping companies understand their marketing dollars and driving them additional business utilizing data-driven principles." A few clients include Total Logistic Control, DeVos Urban Leadership, RDV Corp, CWD RealEstate, Cambridge Partners, Corrigan Moving, AMBS Messaging, Cycle Safe, Brunswick companies Attwood Marine and Motorguide, Rock and Rock Hall of Fame/Running Subway in NYC (known as The Rock Annex).

About Bevelwise - Based in Grand Rapids, Michigan, [Bevelwise Media](#) is a privately held marketing, search engine, and website development company. Bevelwise focuses on improving their clients' ability to communicate and connect with their desired audience, effectively measure their marketing efforts, and add efficiencies while producing return-on-investment. If you are tired of wasting marketing dollars or not understanding your ROI, contact Bevelwise where they give you an edge through smart marketing.



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