

CHAMBER MEMBER SPOTLIGHT

E/Power Marketing



leading-edge digital marketing programs that impact their clients' bottom line. In a continually changing industry, they take a steadfast approach to ongoing education and program improvements that provide measurable real-world results.

While the strategies are varied, they continue to focus on their mission of providing solutions that are successful and productive for businesses across industries.

"The best part of working with Fox Cities' business people is that they are no-nonsense, down to Earth, roll up their sleeves, and get the job done people. That's exactly the kind of people E/Power likes to work with because we're the same way," shared E/Power President Larry Stopa.

E/Power Marketing works to be an extension of their clients' team, utilizing their 20+ years of specialized experience to grow their clients' businesses using digital marketing strategies, social media marketing, digital advertising, content marketing, email marketing and search engine optimization.

To achieve their vision of being a vibrant, growing agency that empowers each team member to grow and achieve new opportunities, E/Power Marketing transitioned to a mostly remote agency years ago. This positioned E/Power marketing uniquely as the coronavirus pandemic hit by allowing uninterrupted service while also being able to guide their clients on the hurdles they now face in a work from home environment.

When meeting clients in person, they practice virus safety with face masks, hand sanitation, and social distancing precautions.

Through a continued commitment to provide digital marketing programs that drive business growth, they have recently made adjustments to ensure Fox Cities business owners are not being overcharged or underserved with their marketing needs.

"Over the last six months, what started as organic whispers of local businesses not being satisfied with their current digital marketing results, service and strategy, soon transformed into loud rumblings of fellow Fox Cities business owners getting taken advantage of; overcharged, underserved, and sold services they didn't need," explained Justin Tadych, Vice President, Account Strategies. "As an agency, we recognized a need and developed an action plan to step up and better serve area businesses by taking the digital strategies honed working on national accounts over 20 years and adapting them to drive real-world business results for our Fox Cities neighbors."

For more information, visit <https://epower.com/who>.

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Established in 1998, E/Power Marketing takes pride in their continued “old-school” work ethic to drive progress and innovation online. The agency, developed back when the Internet was accessed with a dial-up modem, derived from an idea Larry Stopa had when he recognized how to improve effectiveness of marketing online. Soon E/Power grew into serving clients from coast to coast and they've continued to be at the forefront of digital marketing ever since.

E/Power Marketing delivers effective,

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