

taking you from unknown to
unforgettable

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FastF Company Profile

Who we are:

Award Winning Designs Take you from Unknown to Unforgettable. In business since 1999, FastF provides high-quality websites, Internet Marketing (SEO) and other marketing services to small businesses. You can see our website at www.FastF.com.

Fast Forward Marketing is a Full Service Marketing Company that specializes in Website Design / Development and Internet Marketing. We are creative professionals and experts in our industry; we are designers, artists and programmers as well as business men and women. We cater to start-up businesses and small companies with 10-50 employees.

We are a marketing company, not just artists or computer programmers, and we provide a great deal of guidance to our clients to ensure that what we do doesn't just look good or work right, but that it is effective.

We use our decades of hands-on experience and training to make it so. Currently we have six staff including our President, Art Director, Operations Manager, Website Development / Internet Marketing Assistant, and Customer Service Manager.

We aim with every client to ensure they get what you want, more than they hoped for, and rapidly, with wit and style.

What we do:

Most clients come to us initially for websites (including online stores). Our websites are hand-crafted, custom-designed and built to not only satisfy the client but provide great results. Our projects are fixed-fee, one-price-includes-everything yet we offer as many versions or revisions of the website look as needed until the client is happy, at no extra charge. We have a detailed proprietary methodology for website development in order to be able to do so efficiently.

Many of our clients came to us initially in order to get better search engine rankings. All our websites are designed to be search engine friendly from the start. Many clients then hire us to continue working on their websites, or hire us to work on sites developed by others.

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We have a unique comprehensive monthly-fee Internet Marketing program that includes Search Engine Optimization (SEO), Click Ad Campaigns, Local Listings, Social Media, Visitor Experience (Conversion Optimization), and more. There is no commitment period and we have to prove ourselves to our clients every month before they pay us for the next month. That clients stick with us month-after-month is a tribute to our methodology and our determination to deliver the goods.

Our clients:

Fast Forward Marketing has clients in a wide range of industries, from fishing boat captains to attorneys and international medical equipment manufacturers. Our experience is particularly deep in health care, real estate, construction trades, tourism and recreation, staffing, and B-to-B marketing in general. Every month we add clients in new industries. Most of our clientele are based out of Tampa Bay, however, we have many other clients around the country - most of which come to us by referral.

Our typical client has no or at most one full-time person in their marketing department. After being disappointed by other website designers or SEO companies (even ones with big names) they are looking for someone who really knows what they are talking about and who really delivers results. They are not looking for inexpensive solutions as they have learned that you don't get what you don't pay for. But, they don't want to spend more than they need to.

What's different about FastF:

The small business is typically very badly served in their marketing needs. Since they don't have in most cases, knowledgeable marketing personnel, they are prey to every con artist and incompetent smooth-talker in the marketing world. Many of these are in fact large, big-name companies or ones with a slick front.

Most small businesses have horror stories about trying over and over to get decent marketing and being ripped off or just getting no results. One client - a health care professional - spent \$30,000 over the course of a year on marketing that produced exactly one new patient.

We are completely oriented to servicing this niche with very high quality work and very superior customer service. It is normal for us to provide extensive hand-holding and extra help to clients who may know little about the Internet. We have had - no exaggeration - to show a client how to turn her computer on.

We have developed systems where we can profitably deliver to this niche, much higher quality marketing work than they are used to receiving, at prices that many can afford.

However, we are definitely not a low-priced solution. Approximately two out of every three prospects who contact us cannot afford our services or are unable to recognize that what we are offering is superior to the competition and therefore worth the additional cost.

Challenges:

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Because we are a small company, every employee in the company wears many "hats." Every employee is essential and must do their job with intelligence and take responsibility to ensure actions don't get dropped or "fall between chairs." Each of our staff are very aware of this and takes pride in getting the job done. Bureaucratic do-nothing and cover-your-* attitudes have no place at FastF.

We each insist that every client is not only delivered to well, but is kept happy. Every employee talks directly to clients, to ensure they know what is happening, and that we answer their questions and concerns.

There is always stress at a marketing company such as ours. No matter how smart and efficient we are, there are always crises. The challenge is not only to handle these crises to good result, but to maintain the good humor and casual, friendly working environment which we consider to be an essential part of who FastF is. We work hard, care about the company and our clients, and have fun.

Employee Testimonials:

"Fast F is truly a great company to work for, and I've been here six years now, hired first as a designer and now as the company's Art Director. President, Rich Byrd, actually appreciates every one of his employees and it shows. I am always listened to, and my expertise is taken seriously. This is not common to most companies and is a big reason I've stayed with the company for so long. The environment is laid back, and casual which fits me well, but at the same time, Rich expects his employees to be productive." - Pat Floyd, Art Director

"I came into Fast Forward Marketing at a critical time in my life, and it's been nothing but a successful road from the beginning. Interviewing with Rich was so good we ended up talking for over two hours. I have grown a lot with this company and it has grown with me. I believe very much in this company, its founder, what we do and how we do it. I love working for Fast Forward Marketing and I plan on being here for a very very long time." - Dolvin Todd, Operations Manager

"The first thing that impressed me about Rich Byrd before I interviewed for a position with him was his philosophy statement; which you can read here: <http://www.fastf.com/philosophy.html>. I'll admit; I wanted to be around to watch him back it up! To my astonishment, he has not only backed it up, he hasn't let me down once in his integrity, fairness, patience, willingness to go the extra mile and downright passion for what he does. He not only welcomes ideas from his staff, he encourages it with great enthusiasm! He also encourages our growth, education and communication with daily staff meetings; that make for a well rounded team, where we all know what is happening with our clients.

"There are a few factors that are apparent in every one of our staff. Pride in the quality of work we turn out and the fact that we not only want our clients satisfied; we want them happy! This stems from an 'old fashioned' sense of pride behind our names and what will be

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associated with it. Plus, we enjoy the feeling of being thought of as unique, as that sets us apart from the norm.

"I landed this position after being laid off from my former company, praying that it would turn into a blessing. Not only is it all that and more, its opportunity! I can honestly say that I get up every morning and look forward to coming to work. I love it here!! We work hard; we get along great together and have a well-oiled machine. Rich, you'll have a hard time getting rid of me..." - Diane "Pepper" Pitts

Client Successes (a few samples):

"In today's world, the web presence of a company is mandatory. It has become a major influence on a potential client's judgment of the company's 'image'. Clients subconsciously determine a company's solidity, reliability, and maturity based on first impressions from a web site; the internet having become the standard media from which information is gleaned. When we reached the point in our development where we were ready to reach out to a wider audience, we knew that a web site would be an integral part of the plan.

"An internet search looking for a local business that could help us led us to Fast Forward Marketing and we decided to work with them. We simultaneously needed brochures, a trade show booth, and a web site to direct people to for more information. The work that the team at Fast Forward Marketing provided us with allowed us to project as mature and professional of an image as we could given the youth of the company, all with a cohesive design theme.

"Along the way since teaming up with them we have needed help with several technical issues such as email migration from our old server, which had previously been set up to secure a domain name for the company and provide ourselves with company email addresses. The team was always swift with a response and solution, in a professional and friendly manner.

"Although most of our business is not derived from leads made through online advertising, the web site has played a key role in establishing our image projection to the world, and for that we are grateful to Fast Forward Marketing for their artistic and technical expertise in making that happen."

Robert Olexy, President, ReGen LCC, Bradenton, FL
www.vanishwaste.com

"I am the owner/operator of a small, tourism-based business, serving the Tampa Bay area for over 40 years. Like many other business owners who rely on website traffic, I have recently become more aware of the importance of Search Engine Optimization (SEO).

"Having become frustrated by my competitors' websites consistently producing better results than mine on various search engines, I decided to look for someone to help my business in this critical marketing area. This is how I found Rich Byrd at Fast Forward Marketing.

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"We first agreed upon a basic SEO update on my business' website, and the initial results were nothing short of amazing: My site suddenly jumped to the top of a number of search engine rankings where it had previously been hard to find, while also dominating some search results where it had been completely absent!

"At first, I hired Rich only to help with the SEO issues I was having, but soon realized how invaluable his spectrum of marketing knowledge is. Rich has now redesigned and rebuilt my website in order to enhance search engine rankings further, as well as creating a much more attractive, customer-friendly site.

"I am still awestruck with the look of my website. I cannot believe I waited even a month to have him redesign it. I cannot find a nicer looking website from any fishing company. Furthermore, I have consulted with Rich quite a few times regarding other business issues. Even with the state of economy today, Rich has helped my business realize a significant improvement in revenue in just one quarter!

"I consistently find Rich and his team at Fast Forward Marketing practicing the utmost in professionalism and courtesy, and displaying a broad knowledge of business marketing techniques that are ever so important in today's electronic business world. I would highly recommend their services to any business in need of any level of Internet marketing or consulting."

Eric D. Spaulding

[Clearwater Marine Enterprises, Inc. DBA Queen Fleet Deep Sea Fishing
www.QueenFleet.com](http://www.QueenFleet.com)

"Fast Forward Marketing built our new website from scratch and the results are everything we expected from a thoroughly professional outfit.

"Rich and his whole crew were excellent to work with, guiding and coaching us to quickly develop the "artistic look" that we envisioned. They also had all of the expertise needed to quickly set up our Webstore. I was pleasantly surprised to find our site ranking on page 1 of search results in key local and national desired marketing areas in the second month of operation.

"Working with Fast Forward marketing was a pleasant and rewarding experience. I recommend them wholeheartedly."

Tim Pierce, Operations Manager

www.biztech.us