

Orlando Digital Agency Pioneer, Hillary Bressler, Launches A New Concept in Marketing

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The Orlando Interactive Labs represents a unique approach to catapulting emerging and second-stage companies' sales by using innovative Internet Marketing strategies, in exchange for a percentage of the revenue.

.Com Marketing, a cornerstone of the Internet Marketing community with a portfolio of the "Who's Who" of brands, today announced the launched the [Orlando Interactive Laboratories](#) (OIL); this venture is based out of the firm's Winter Park, Florida headquarters which is focused on providing strategic digital marketing solutions to clients nationwide.



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"OIL is grounded in the concept of Vested Marketing, an idea that came to me one evening at a time we were finalizing a partnership to help a second-stage ecommerce site through a revenue share program," said Hillary Bressler, CEO and Founder of .Com Marketing. [Vested Marketing](#) is a marketing concept that marketers use to assist companies to drive sales through the creation and implementation of marketing plans in the exchange for a percentage of revenue. Vested Marketers put their money where their mouth is for an opportunity to be rewarded for their efforts.

Orlando Interactive Labs is founded on the new concept of Vested Marketing. The companies that are selected are offered full access to the .Com Marketing team, management consultation, partner introductions, and most valuable .Com Marketing's Internet Marketing expertise of 16 years. Companies will be chosen based on the power of their product/service, strength of the business model and ability to benefit from the strengths of .Com Marketing past expertise in driving millions of dollars in online sales for their clients.

[OIL uses Vested Marketing](#) as the model to invest in the Internet Marketing campaign it creates through a combination of sweat equity and marketing dollars with the idea that it controls the return of their own investment by utilizing their expertise in digital marketing.

“Orlando Interactive Labs represents a new era of incubators and accelerator programs. Not only will it allow selected companies to learn from the best in class on how to build successful businesses through digital marketing, it will also raise all ships by helping entrepreneurs connect with each other to better leverage resources and talent within the business community,” echoed Dan Miller, BizTank and Board Member, Abbeton Accelerator Funds.

Small to large agencies around the country are using their resources and talents to launch new products and services to diversify their businesses. This was a topic at a recent industry conference hosted by Second Wind Network. A portion of the seminar schedule was devoted to these ventures categorized as "productizing," a hot topic among the group of agencies in attendance.

OIL's executive committee has already hand-selected two ecommerce companies for its inaugural class. An announcement will be made shortly with their names and information on how to apply for the next class.

About Orlando Interactive Labs (OIL)

Spawned from .Com Marketing, one of the country's top digital marketing agencies, Orlando Interactive Labs is a Vested Marketing entity focused on helping businesses grow online.

About .Com Marketing, Inc.

.Com Marketing, Inc., a privately-held, award-winning business founded in 1997, provides outcomes-based digital marketing and with a focus on strategy and creative thinking. Taking a reverse engineering approach to solving persistent problems like poor online brand visibility and converting traffic into leads and sales, .Com Marketing deploys strategic solutions like website audits, competitive intelligence, web analytics and keyword data interpretation and strategic consulting to develop and implement search, social, email, mobile, video and online advertising plans and processes. The company's diverse portfolio includes brands such as American Land Lease, Diamond Resorts, Bernie's CoffeeKitchen and Tony Roma's. More detail about .Com Marketing's digital marketing services is available online at <http://www.commarketing.com> or call 866-266-6584.

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