



Straight North Launches Two Exciting New Blogs

Straight North, a leader in SEO, PPC and Web design, has introduced one blog for industry insiders and one for company leaders, both geared to improve ROI.

DOWNERS GROVE, IL, USA, November 10, 2015 /EINPresswire.com/ -- Straight North LLC, a national Internet marketing agency headquartered in suburban Chicago, has launched two new blogs, both designed to help companies generate more ROI from their marketing activities.

The [Lead Generation Insights Blog](#) is geared to marketing professionals, and provides advice on technical aspects of campaign management and execution, with particular focus on sales lead generation. Posts are written by experts who specialize in hands-on marketing activities, including copywriters, Web designers, Web developers, and SEO and PPC campaign managers.

The [Straight North Blog](#) is geared to company and marketing leadership, and provides high-level, strategic guidance on important Internet marketing issues and industry developments. The blog's content will help companies maintain the proper focus and conduct Internet marketing campaigns more effectively.

"The common thread tying these blogs together is an emphasis on lead generation and improving ROI," said Brad Shorr, Straight North Director of B2B Marketing and contributor to both blogs. "Lead Generation Insights puts these themes in a technical context, and the Straight North blog is considering them from a high level, strategic perspective. Both are very important, but often to different audiences."

People with interest can subscribe through email by visiting either blog.

About Straight North

Straight North is an Internet marketing agency specializing in SEO, PPC and responsive lead-generation websites. We help small and middle-market firms generate high-volume, high-quality sales leads. Our campaigns feature creative, long-term strategic thinking and energetic execution that incorporates our exclusive system of real-time lead validation and reporting.

Press release courtesy of Online PR Media: <http://bit.ly/1SGE8nf>

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