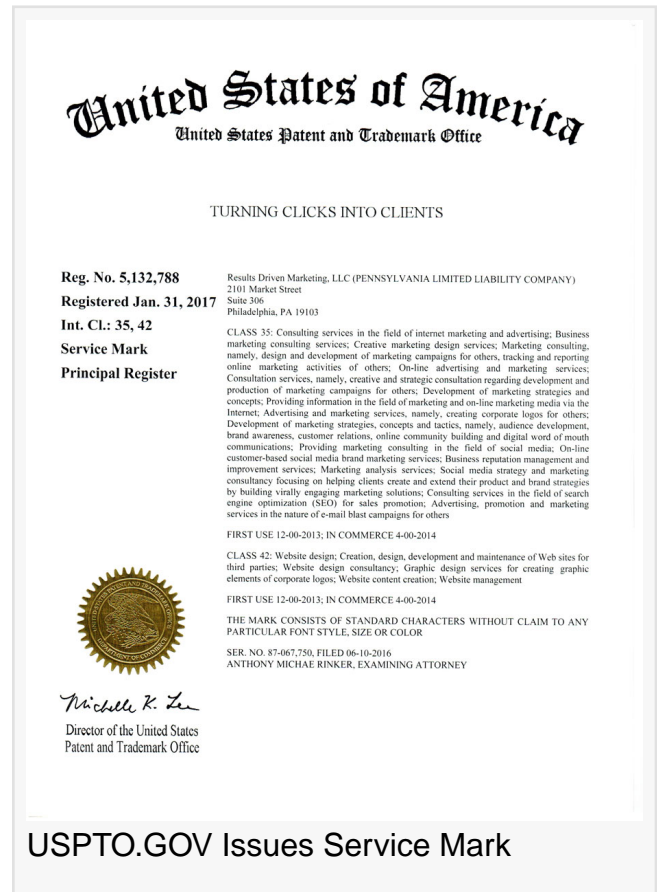


US Patent and Trademark Office Awards Results Driven Marketing, LLC New Mark

Results Driven Marketing, LLC Receives Coveted Service Mark for “Turning Clicks Into Clients®. United States Patent and Trademark Offices Makes The Award

PHILADELPHIA, PENNSYLVANIA, UNITED STATES, April 23, 2017 /EINPresswire.com/ -- April 21, 2017 – Philadelphia, PA. [Results Driven Marketing](#), LLC a premier digital marketing and advertising agency located in Center City Philadelphia, PA, has received the coveted Service Mark for “[Turning Clicks Into Clients®](#).” After filing in June of 2016, the Registration # 5,132,788 was issued by the United States Patent and Trademark Office. The USPTO recently provided the official signed and sealed documents to RDM.

Janeene High, CEO of Results Driven Marketing, LLC stated “we are so pleased to own this important mark. It validates the company philosophy and the direction our firm has taken in gaining new clients. Over four years ago, when we entered the Philadelphia market, we took the position that we must be different and by that I mean better and able to have clients recognize that we are better.”



Ms. High detailed how the service marked phrase captures RDM’s approach, saying “we told established industry professionals that as far as internet advertising goes, we don’t care about impressions or even the number of site visitors. We care about new clients which we refer to as client acquisitions. Impressions, abandonment and other metrics that firms and agencies brag about just

don’t jazz us up. We aren’t hired to get websites glanced at while internet users scroll on by. We were hired to have users search, call, and immediately sign up for our clients’ services.”

“

Businesses don't really care about impressions, what their care about is new business and new orders.”

Janeene High, CEO

“That is why the “Turning Clicks Into Clients” is our mantra, and it is how we do business,” said Mike Bannan, Managing Partner of RDM. “It is a culture, and it is unlike any that we have seen before,” said Bannan.

RDM has a proven proprietary method of using today’s complex marketing strategies and technology, tying both together with proven telecommunication procedures that enable their clients to gain immediate business.

Each month RDM provides clients with reports and the 1st item on the report states the number of new paying clients that the RDM client received. Taking the data further, the reports provide the “Exact ROI™” that the client gained.

“We know that we spend much more time on our client’s campaigns and serving the client than most agencies,” Ms. High said. “Our clients smile when they hear from us and again when they look at their new client acquisitions and costs.”

“Rarely do we ever speak about impressions,” she further stated. “I can ask any member of our team ‘How many new acquisitions did client X get?’ and they will tell me to the exact number. When I ask them how many impressions that client got, they laugh and fumble to look up the data,” she said.

RDM has a client base that is different than most firms or agencies. The clients are all business-to-consumer (B2C) service providers. They are Lawyers, Home Health Care Agencies, Medical service providers, Bookkeeping and Accounting professionals to name a few. Despite the diversity in the services RDM Clients provide, the one thing that they all have in common is that they want new business and they want it now.

Last month RDM was recognized and awarded a “[Top Agency](#)” status in Philadelphia, PA, for digital marketing agencies by Expertise.com. According to Expertise’s comprehensive analysis, RDM was compared to and ranked against 344 agencies in Philadelphia.

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This press release can be viewed online at: <http://www.einpresswire.com>

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