



Turn On The Marketing Launches to Fix a Broken Digital Marketing Industry

DALLAS, TX, UNITED STATES, November 13, 2025 /EINPresswire.com/ -- The digital marketing industry is facing a credibility crisis. Once defined by innovation and data-driven expertise, it has become saturated with noise, hype, and inexperience. [Turn On The Marketing](#) was founded as a direct response to that decline, building a service model based on transparency, accountability, and advocacy for business owners.

An Industry With No Barrier to Entry

Unlike law, accounting, or engineering, digital marketing has no licensing or accreditation requirements. Anyone can call themselves a marketing expert after watching a few tutorials.

As a result, thousands of new agencies emerge every year with little to no real-world experience. Business owners, especially small and midsize firms, often become unwilling test subjects in someone else's learning curve.

Hype, Empty Promises, and Fine-Print Guarantees

Over the past decade, exaggerated marketing claims have become commonplace. Agencies frequently advertise overnight results, guaranteed returns, or "proven systems" that promise rapid growth with little effort. Many of these offers are built around unrealistic guarantees that appear risk-free but are filled with fine print that limits accountability.

Refunds are difficult to obtain, contracts are often vague, and some providers rely on high client turnover. The result is widespread distrust and skepticism among business owners who have grown weary of bold promises and disappointing outcomes.

Lack of Transparency and Ethical Oversight

Beyond the hype lies another major problem: a lack of transparency.

Many agencies report vanity metrics such as impressions, clicks, or followers without showing

how those numbers connect to sales or revenue. Others upsell unnecessary services or mark up white-label fulfillment by several hundred percent without adding value.

Business owners are often left in the dark, unsure how much of their investment contributes to measurable results versus administrative overhead.

In many cases, this problem is not driven by bad intentions. Rather, it stems from inexperience, poor training, or outdated business models that fail to prioritize client outcomes. The damage, however, remains the same—lost trust, wasted resources, and missed opportunities.

Scaling Without Quality Control

Growth can also become a liability. Agencies that scale too quickly often sacrifice quality for volume. Junior team members take on senior-level responsibilities, communication breaks down, and creativity gives way to routine execution.

In the rush to grow, consistency declines, and clients are the first to feel the impact through slower results and weaker service delivery.

A New Model: Marketing Advocacy

Turn On The Marketing was built to challenge this system head-on.

Founded by experienced marketers frustrated with industry complacency, the company acts as a trusted advisor, representing each client's interests first and coordinating best-in-class specialists for every campaign.

"We didn't start Turn On The Marketing to be another agency," said Ed Kooi, Founder and Digital Marketing Strategist. "We started it to become an ally, someone who helps clients make smart decisions, avoid waste, and connect with teams that actually deliver."

How the Model Works

Every engagement begins with a transparent assessment of goals, timelines, and realistic outcomes. The company avoids inflated promises and focuses instead on clear strategy and measurable milestones.

Clients gain access to the same fulfillment teams used by high-ticket agencies, but without the 200% to 400% markups. Work may be performed in-house or through vetted partners within Turn On The Marketing's network of proven specialists.

Clients receive full visibility into how budgets are allocated for creative work, media spend, technology, and labor, ensuring accountability at every step.

The company's incentives are structured around long-term client success, not short-term upsells or vanity metrics.

Bridging Strategy, Fulfillment, and Advocacy

Rather than locking businesses into rigid packages, Turn On The Marketing operates as a hybrid between a fractional CMO and a project manager.

The company assembles project-specific teams from a vetted network of media buyers, copywriters, web developers, and automation specialists—many of whom already fulfill work for larger agencies behind the scenes.

Clients receive enterprise-level insights at wholesale pricing, supported by a single point of accountability to ensure strategy, creative, and execution all stay aligned.

Reimagining What a Marketing Partner Should Be

For clients, the difference is immediate: fewer surprises, better communication, and strategies that evolve alongside the market.

By combining consulting, fulfillment, and research under one roof, Turn On The Marketing ensures every decision is based on data, experience, and integrity.

Expanding Through B2B Referral Partnerships

In addition to its client services, Turn On The Marketing has launched a [B2B Referral and White-Label Partnership Program](#) for professionals who serve business owners, including accountants, insurance brokers, IT providers, consultants, and other service-based firms.

These partners can earn recurring revenue by referring businesses to Turn On The Marketing or by white-labeling its services under their own brand. The program is designed to help B2B professionals expand their value to clients while aligning with a company that prioritizes ethical practices, measurable outcomes, and long-term client success.

"This program allows trusted professionals to strengthen relationships with their clients while giving them access to agency-level marketing expertise without the risks or markups," said Kooi. "It's a win-win partnership built on transparency and shared success."

About Turn On The Marketing

Turn On The Marketing is a Dallas-based marketing advisory and fulfillment firm dedicated to helping businesses achieve scalable, measurable growth through ethical strategy and innovation. Acting as a trusted advisor and general contractor for marketing, the company connects clients with elite talent and proven specialists—often the same teams powering top-tier agencies—at transparent, wholesale rates.

Turn On The Marketing is a subsidiary of Top Suite Web Marketing, which has been providing professional digital marketing services since 2013. Top Suite works directly with businesses across the U.S. and also provides white-label fulfillment for other agencies seeking reliable, high-quality marketing support.

The company's mission is simple: raise industry standards by combining integrity, innovation, and advocacy so that every business owner can market with confidence.

To learn more about how Turn On The Marketing helps businesses grow through transparency and strategy, visit <https://turnonthemarketing.com/>

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