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## Our Client

foneGEAR



## What We Did

- E-Commerce Website
- Website Maintenance
- Internet Marketing
- Search Engine Optimization
- Consulting

## Our Opportunity

We live in a digital age where we want the coolest phones and the coolest gadgets that compliment our lifestyle...and sometimes our clothing. foneGEAR decided to combine the two—phones and gadgets—and put their own unique spin on them to provide a new version of “cool.” TM was given the opportunity to bid on the redevelopment of the foneGEAR website and several of their other properties, or offshoots from the main website. The problem? foneGEAR was expanding and wanted to partner with a traditional agency and a digital agency in order to redesign their site, ecommerce store, provide SEO (Search Engine Optimization) and SEM (Search Engine Marketing), and ongoing brand additions / maintenance. Pretty tall order, huh?

## Our Solution

Why hire two or more agencies when you can have a digital agency, boutique agency, advertising agency, marketing agency, Website Development firm and marketing firm all rolled into one? foneGEAR thought so, too. We were awarded the contract and soon found ourselves underway with a tight deadline. What did we do? TM rebuilt a functional search engine friendly website, did branding placement with an offline agency and designed the site to be user friendly not only for customers, but for foneGEAR staff as well. We also installed blogs for each brand and continue to do regular maintenance, marketing and SEO. For a company like foneGEAR that's licensed to sell products in national retailers all over the US and Canada with the NASCAR, Harley Davison, NFL, Collegiate, Professional Bull Riders and John Deer logos—just to name a few—TM exceeded expectations and delivered!