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Atlanta Public Relations Firm Write2Market Drives 39% Increase In Leads for Escrow Associates

Online content increases qualified leads by encouraging views of case studies and white papers in the challenging legal services field.

Atlanta, GA- October 26, 2009—

Write2Market, the Atlanta public relations firm, helped Escrow Associates, a global leader in software escrow services, increase qualified leads 39% through a knowledge leadership campaign directed at attorneys and legal professionals. The program had three prongs:

- 1) Content development, which included creating informative white papers and case studies
- 2) Media outreach
- 3) Search friendly web site revisions and web copywriting

“Escrow Associates has enjoyed double digit growth because of the value we provide our clients—companies like Sybase, GlaxoSmithKline, and the US Air Force,” says Chris Smith, president. “We wanted a public relations organization that could help us get the word out about our unique benefits.”

Write2Market’s efforts contributed to a major feature article in a legal services trade journal, mentions in other media, and an increase in qualified leads from the web site of 39%. “We’re very pleased with those results,” says Smith. The cornerstone of the campaign, an online Knowledge Center, continues to drive value for Escrow Associates and is a key component of their sales pipeline.

About Write2Market

Write2Market is a results-driven public relations and web copywriting agency. We deliver high ROI marketing projects with clear results. Write2Market has been cited by *The Wall Street Journal*, *USA Today*, *Inc. Magazine* and *BusinessWeek* for its innovative approach to driving business, and praised in the local *Atlanta Business Chronicle* for its low-cost approach to public relations. We help our clients increase sales results by hooking new customers with creative content *while* they are making the buying decision. Find out more at www.write2market.com.

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About Escrow Associates

As one of the top software escrow services worldwide, Escrow Associates provides superior services that protect the interests of both the depositor and the beneficiary. Their services bring value and peace of mind to hundreds of clients throughout the United States. Businesses trust them to develop customized escrow solutions for the future viability of their organizations. To learn more visit www.escrowassociates.com.