



FOR IMMEDIATE RELEASE

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COLBY DIRECT LAUNCHES MOBILE MARKETING SERVICES

February 17, 2011 – Annapolis, Md. – Colby Direct, a full service digital marketing agency, today announced the launch of its new mobile application development and marketing services suite in response to a growing demand for mobile solutions from its commercial, political, and non-profit clients. This extension of its service suite rounds out Colby's existing digital platforms, which include S.E.M. web design & development, email-marketing, and web applications development and positions the firm for strong continued growth.

"With the trends all pointing to mobile as the primary connection between consumers and brands, Colby is developing mobile applications with a direct-response orientation for its clients to connect with key stakeholders in yet another way. By integrating every customer touch point of social, email, mobile and direct mail, Colby has positioning itself to provide a full direct-marketing solution to its political action, fundraising and ecommerce clients" said Kurt Snyder, president of Colby Direct.

"Clients are turning to us not merely to build an application, but to market the application for maximum engagement. We see too many firms developing applications only to be highly disappointed with the lackluster engagement. Build it and they will not come. You must know how to market the application" said Snyder.

About Colby Direct

Colby Direct is a full-service digital agency which provides its clients a wide range of web marketing solutions including website design & development, mobile and social media applications. Its clientele is international and includes high profile firms in the infomercial, nutraceutical, and political action spaces.