

Newfoundland and Labrador Based Internet Marketing Firm “Infinitus Marketing + Technology” is Open for Business

St. John's, NL – October 1, 2013 --- Twenty-two year old digital marketing veteran, Scott Oldford, launched Infinitus Marketing + Technology, a Newfoundland and Labrador based web design and digital strategy company today.

Oldford said Infinitus Marketing + Technology offers custom web design and production services, SEO, social media marketing, ecommerce, and mobile marketing solutions to clients in Newfoundland and Labrador, Canada and globally.

“Our goal is to help businesses and organizations use integrated marketing to become industry leaders online,” said Oldford. “The marketing and technology industries have converged, and my experience has shown that most agencies lean to either the creative or technical side. We have built INFINITUS with a team of award-winning online specialists to give our clients expertise in both.”

Since the age of 13, Scott Oldford has been providing online business solutions. He's been recognized over the years with multiple personal and business awards including [Youth in Motion's Top 20 Under 20™](#) in Canada and the [AMEX Innovator Change Maker Award](#). Last week he was recognized as one of [21 Inc's 50 Emerging Leaders](#) in Atlantic Canada.

Oldford said he is channelling his experience and network of developers and strategists from across Canada, the U.S. and Europe to provide businesses with innovative solutions and a great customer experience through INFINITUS Marketing + Technology. For businesses and organizations interested in improving their online presence, Oldford outlined 3 tips:

1. Be picky about the quality of your website. Whether it is an eCommerce site or not, it should have an intuitive design so visitors know how to use it the first time they see it. If you're not sure, ask someone new to navigate your site while you watch.

2. Get responsive (to mobile). Two out of three of your web visitors in Atlantic Canada are on mobile devices. If your site isn't usable on a small screen, you have an untapped potential for growth.

3. Approach your online marketing with a new mindset. Know that everything feeds off of each other. Social media marketing should be combined with an effective website. An effective website should drive visitors from search engines (using SEO/ search marketing).

Infinitus Marketing + Technology is planning a number of educational events, including half-day workshops for business owners and managers to help educate them on the convergence of marketing and technology. People can get information on upcoming events by visiting

www.goinfinitus.com. “Infinitus Marketing + Technology is open for business,” concluded Oldford.

-30-

For additional information, contact:

Scott Oldford, President

(888) 369-1688

scott@goinfinitus.com

www.goinfinitus.com