

Mission:

To ethically generate cost-effective quality leads online for the companies we provide services for, tracking results at each step in the marketing funnel for continuous improvement.

Vision:

To be the #1 digital marketing agency for water treatment companies in the world with a reputation for results, transparency, and ethical business dealings.

Culture Statements:

1. The most powerful force in the world is **love**. We strive to make love a part of all of our interactions within our team, with clients, with vendors, with families, and with competitors.
2. **Service** is the backbone of our business and that of our clients. We serve others first, knowing the long-term benefits will undoubtedly follow.
3. Being **ethical** is not something we do, it's who we are. The short-term gain of an unethical decision is never worth the long-term loss in our character.
4. We **acquire knowledge first and create solutions second**. If it's ever held, our goal is to win the Internet Marketing Jeopardy challenge against any and all competitors.
5. Ultimately, the only way anyone knows what will provide the best results is by testing it. So we **test** constantly.
6. Learning from other's successes is extremely valuable, however, sometimes **learning from our own mistakes** is more memorable. We embrace our mistakes, learn not to repeat them, and therefore are constantly pushing the limits to get better.
7. We believe in a world of abundance where honest, hard-working, talented businesses of all types and sizes can thrive. Because of this, we welcome and embrace **healthy competition**.
8. **Passion** cannot be taught. You either love helping others build their businesses through Internet marketing or you don't. We are extremely passionate about this mission!

9. Every team member has talents or skills that other team members do not. We respect that about each other and individually take full ownership for our decisions within our areas of expertise.

10. We never micromanage and everyone has the ability to grow within their position just as quickly as they're willing to learn how.

11. We are a team who takes productive action. While words are important, what we do is even more vital to our culture, our clients' success, and our success as a team. We do what we say we are going to do. We walk the talk. We take the right actions at the right time to produce the right result.

12. Empathy is the ability to emotionally understand what other people feel, see things from their point of view, and imagine yourself in their place. Essentially, it is putting yourself in someone else's position and feeling what they are feeling. As a team we must do this for each other, our clients, and their customers to be successful long-term.