

Media Kit

Partner Program

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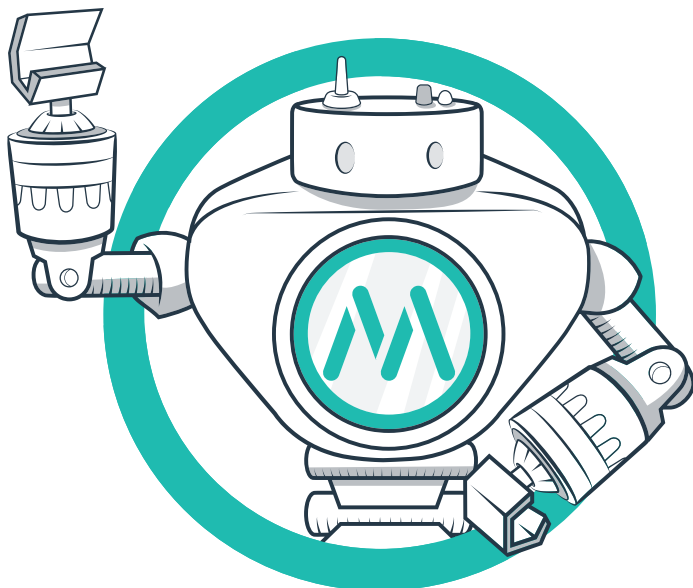
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Our Mission Statement

Making Digital Marketing...

Simple,
Flexible &
Affordable

...for Every Business



About Mainstreethost

We Are SEOs, Writers, Designers, Developers and Strategists

Utilizing proven marketing strategies, we've helped businesses like yours achieve their goals including increasing website traffic, attracting new customers, improving search engine rankings, and publishing attractive content on social networks around the web.

At Mainstreethost, we only succeed when our customers do, and we've lived by this motto since we opened our doors in 1999. Today, our operation has grown to over 130 marketing professionals working with more than 4,000 small, medium-sized, and enterprise-level businesses.

Our five core digital marketing services include search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, content marketing and web design and development.

The Mainstreethost team lives and breathes digital marketing. In an industry that is constantly shifting and changing shape, it's our business to stay ahead of the changes. Our team operates by learning, educating, innovating, creating, and above all, delivering results.

Thank you for considering Mainstreethost as your digital marketing provider.

Locations

We're Ready to Accelerate Your Digital Marketing

Our talented team of marketing professionals includes experts in a wide variety of fields and a diverse range of passions. Our company was founded in Buffalo, NY and has since expanded to a second location in Las Vegas, NV.



Buffalo Headquarters

207 Commerce Dr.
Amherst, NY 14228

Local: **(716) 831-9716**
Toll Free: **(888) 874-3791**
Fax: (716) 219-1022



Las Vegas Office

1050 E. Flamingo Rd.
Ste. 252
Las Vegas, NV 89119

Toll Free: **(888) 874-3791**
Fax: (716) 219-1022



Youngstown Office

839 Southwestern Run
Youngstown, OH 44514

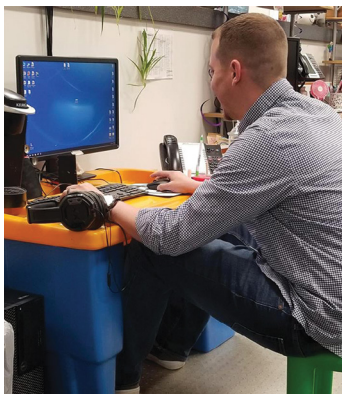
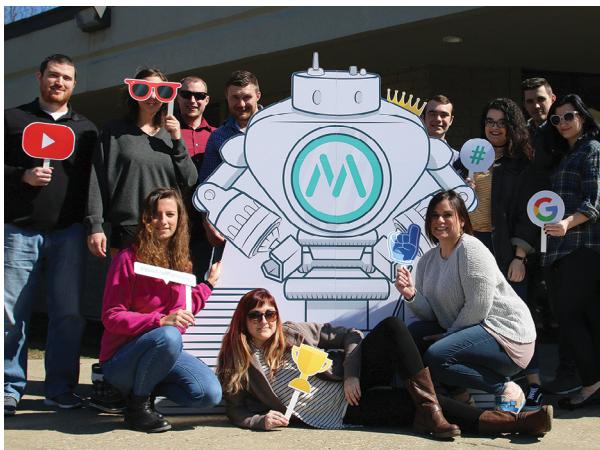
Toll Free: **(888) 874-3791**
Fax: (716) 219-1022

Our Culture

Get to Know Our Team

Mainstreethost is home away from home for some of the most innovative and industry-savvy professionals around.

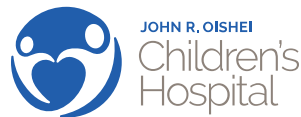
Our ranks include jocks and nerds, artists, writers, innovators and imaginers, all working together on the same end goal – our clients' success. We may have different skills and backgrounds, but we all have the same main objective: make the web a better, more beneficial place for businesses of all shapes and sizes.



In the Community

Giving Back to Our Community

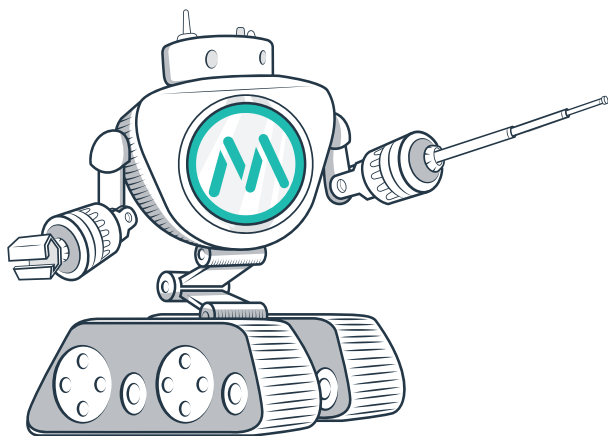
We're proud of our roots. Giving back to our community and assisting local charities is very important to us. We believe in making a positive impact and encourage our team to get involved to improve our neighborhoods. Our donations are centered around what our employees feel personally connected to and we are always open to help our team make a difference.



Accolades & Achievements

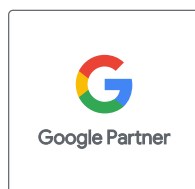
Don't Just Take Our Word for It

Since 1999, Mainstreethost Has



- ✓ Worked With **25,000+** Clients
- ✓ Managed **5,000+** Domains
- ✓ Developed **4,000+** Websites
- ✓ Created **7,000+** Social Media Profiles
- ✓ Written **20,000+** Pieces Of Content

Accreditations & Memberships



Featured On



Our Clients

Digital Marketing Success Stories

We're honored to have built long-term partnerships with thousands of small, medium, and enterprise-level business in an array of industries across the globe.

Here are just a few of the satisfied companies we've helped grow with our digital marketing services:



The Leadership

Meet the Folks Leading the Way

They say that behind every great team of digital marketers, SEOs, social media specialists, web designers, programmers, and content creators is a solid executive team leading the way. It's true; and here's ours.



Michael Marranca

Founder



Ross Marranca

President & CEO



Kevin Devore

Chief Operating Officer



Russell Marranca

Vice President of Operations



Paul Marranca

Vice President of Sales



Ralph Nero

Vice President of Sales: Las Vegas



Bryan Hartmayer

Vice President of Business Development



Paul Mergenhagen

Vice President of Marketing



Drew Krebuszewski

Vice President of Human Resources



Allison Marranca

Director of Finance



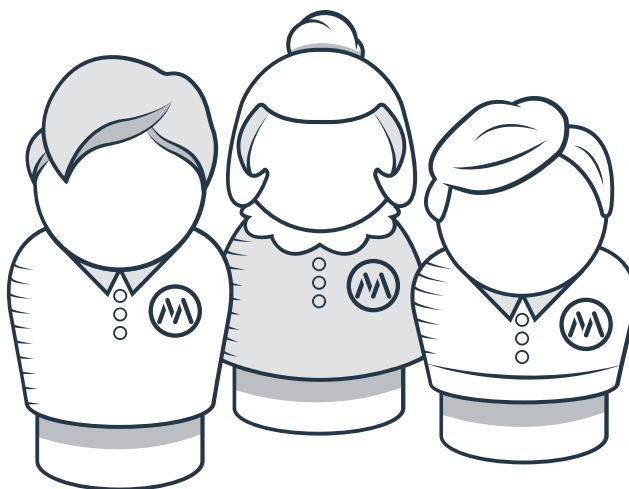
Jacob Drager

Director of Information Technology



Jenny Lipomi

Executive Assistant



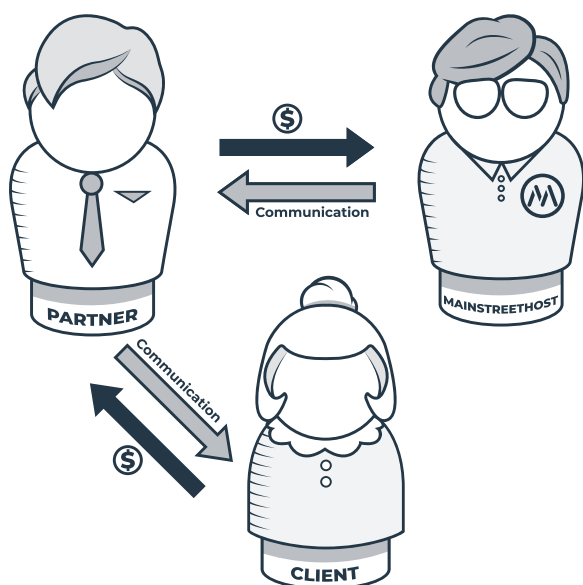
White Label

Marketing Program

Our Partner Program allows you to focus on the strategies that you excel in while outsourcing a full-suite of white labeled services to Mainstreethost.

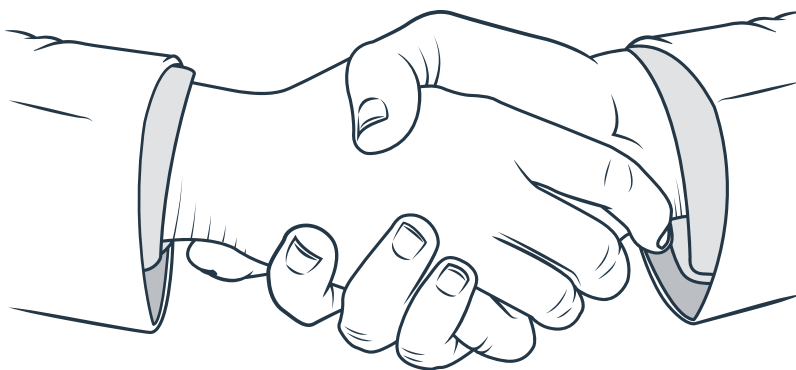
Through this program, you serve as the liaison between Mainstreethost and your clients. All materials, communication, and other data that we collect will be completely stripped of Mainstreethost's branding.

If there is ever a need for us to consult with your client during a project, we would be happy to do so. In these situations, Mainstreethost would act on your behalf and serve as an extension of your company to answer any questions or explain digital marketing tactics directly to the client.



How It Works

1. We charge you at a discounted rate for our services.
2. You add an upcharge to your client and then pocket the difference.
3. Your client receives the services they need as we work behind the scenes.
4. **Result:** You turn a profit and your client gets an expanded marketing strategy from a team of industry experts... **Win-win!**



Partner Program

Why It Works

Utilizing the most effective digital marketing strategies may demand more time than you have. Our Partner Program puts our digital marketing experience to work for your clients with a sales model that earns you revenue. This allows you to focus on what you do best while simultaneously providing top-notch marketing services to your clients.

The program gives you the ability to outsource services like search engine optimization (SEO), blogging, content creation, web development, social media marketing, and inbound marketing at a discounted wholesale price.

No two clients' digital marketing strategies or goals are alike – and our program reflects this. One of the key benefits of the Partner Program is its flexibility. You can customize the program to meet the needs of each of your clients by choosing which services you would like to outsource.

Why Join Our Partner Program?

Mainstreethost will take on the time-consuming, day-to-day tasks of executing your clients' marketing campaigns, leaving you with more time to focus on your strategy, sales and goals. Whether you're providing your clients with one or two services or an all-encompassing approach, partnering with Mainstreethost makes it easy without forcing you to take on additional overhead expenses.

Adding Value

By partnering with Mainstreethost, you'll be able to maximize the effectiveness of your own offerings, which, in turn, increases your client's confidence in your work. Bundle these new services with your existing products for more revenue and wider market appeal.

What Sets Us Apart

Mainstreethost has been in the digital marketing space for over 20 years. Our stability, size and continued success separate us from other partner programs.

Becoming a partner with Mainstreethost provides you with a competitive advantage because we don't believe in prepackaged solutions. We pride ourselves on the flexibility of the program because we know that no two clients' needs, and goals are the same. We discuss each client's financial commitment up front to ensure the custom package stays within their budget.

Mainstreethost takes pride in the long-standing relationships we have built with our partners. We believe that we are only successful when you and your clients' expectations are exceeded.

Better Time Management

Having a strong digital partner in your corner is ideal if you have time management concerns. If you are growing at a faster pace than your agency can handle, outsourcing some of your projects will give you time to focus on other tasks without having to turn away work or revenue.

Scaling Your Business

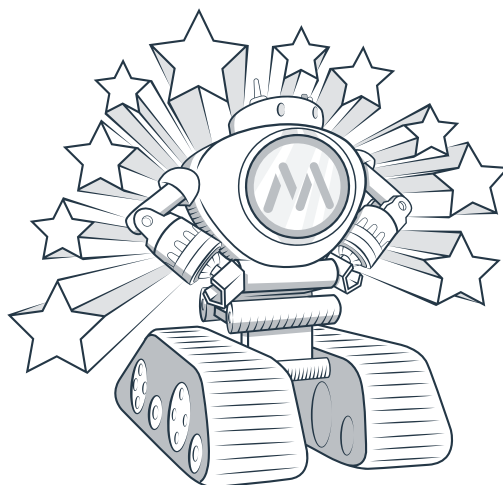
Using Mainstreethost will allow you to scale more easily and take on more clients, which can help you compete with larger companies in your industry.

Increased Efficiency

Hiring a specialist to handle a task is more efficient than doing it yourself and allows you to focus your time and energy on the projects that you are best equipped to tackle.

Increase Your Profit Margin

Because we charge wholesale prices, you can remain competitive when it comes to how you price your services. In many cases, outsourcing work is more cost-effective than handling it in-house, ultimately leading to higher profit margins for your business.



Professional Solutions

Powering Up Our Partners

Our white label services include a team of specialists backed by the experience obtained from being a leader in the digital marketing industry for more than 25 years.

We've worked with thousands of clients, helping them find success online through our in-depth marketing strategies. And we understand that every business is different, facing their own challenges and competitive markets. That's why our strategies are flexible, tailored to each business' unique goals and needs.

As our partner, we work together to drive real results for your clients, and in turn, generate profit for your agency.

What **you** can expect:

- High client retention
- Expanded marketing portfolio
- Competitive profit margins
- Outsourced team
- Transparent reporting
- Sales support
- USA-based fulfillment

What **your clients** can expect:

- Expert marketing team
- Comprehensive marketing services
- Tailored strategies
- Transparent analytics
- High-quality service
- Improved online performance
- Real results

Our Services

Affordable Digital Marketing Services

Your business is unique and has distinct goals. That's why we carry a vast arsenal of digital marketing solutions to help you achieve your goals. Is it quality website traffic you seek? Searching for an agency capable of generating qualified leads? Perhaps you need a new website? We will put our experience to work to achieve your goals.



SEO

Modern SEO, backed by industry best practices. Designed to increase traffic & rankings for vetted keywords and long-tail phrases that drive business to your site.

- Local SEO
- National SEO
- Technical SEO
- SEO Analytics



Web Design

Our websites solve users' problems and keep them coming back. We pride ourselves on creating visually attractive websites that represent your brand.

- WordPress Development
- Ecommerce Websites
- User Experience (UX)
- Graphic Design



PPC

Deliver targeted ads to your audience at the exact moment they are searching. Our team has a proven PPC process to help your business hit the ground running.

- Campaign Management
- Google Shopping
- Display Ads
- Remarketing



Content

Position your business above your competitors by educating and entertaining your audience into becoming advocates of your brand with our content marketing services.

- Copywriting
- Blogging
- Page Content
- Email Marketing



Social Media

Proper optimization on social networks is a nuanced and delicate thing. We've managed thousands of accounts and are fully equipped to help you grow.

- Management
- Social Media Advertising
- Posting
- Campaign Optimization



Affordable SEO Services

A Fresh Approach to Modern SEO Services

Most internet users begin their session by searching for something – that something is a need. Search engine optimization (SEO) is the process of helping your customers connect with your business online. Our team uses modern SEO services, backed by the best digital practices, to increase your traffic & rankings for vetted keywords and long-tail phrases that drive business to your site.

Which SEO Solution is right for you?

We were founded on SEO over 25 years ago and with that much experience, we know what we're talking about when it comes to defining what searchers and search engines are looking for. Whether you're a brand-new startup looking to establish a name, update optimization techniques, or boost your established website's performance, our team provides the tools, experience and knowledge you need in your corner to grow your business.

Local SEO

- Local Optimization
- Google Business Profile
- Reputation Management
- Local Citations
- Schema Markup

Technical SEO

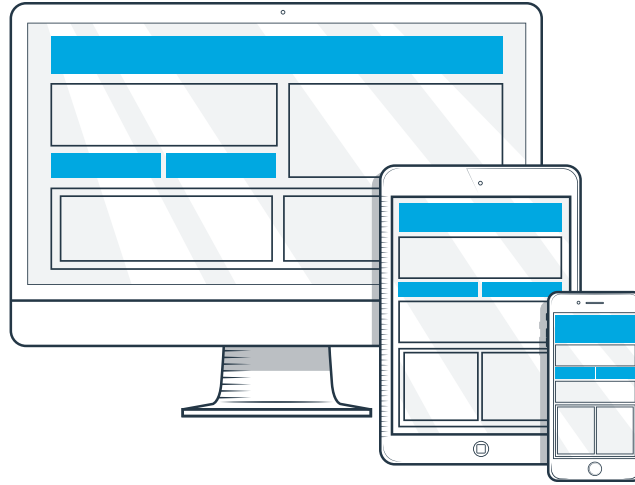
- Technical Site Audits
- Penalty Recovery
- Website Migration
- Speed Optimization
- Structured Data Markup
- Competitor Analysis
- Image Optimization

Analytics

- Google Analytics
- Google Tag Manager
- User Behavior Data
- Enhanced Ecommerce

Ecommerce SEO

- Product Optimization
- Product Descriptions
- Site Structure
- Rich Snippets



Web Design & Development

Modern Web Design Services Developed to Grow Your Business

Modern web design is more involved than creating an attractive website. Consideration of user experience, ease of use, and technical details are just a few elements that are involved in developing a website that is designed to perform in today's competitive marketplace.

Our team focuses on modern web design practices that facilitate the growth of your business. We develop WordPress websites and ecommerce solutions while maintaining a focus on user experience, responsive design, creativity and growth.

Make a Statement

Our web design & development team has established a host of effective services to facilitate the growth of your business. Including WordPress websites and ecommerce solutions focused on usability and responsive design, creative branding solutions that inject personality into your business, and custom programming for ideas that you need help bringing to fruition.

Web Design

- Responsive Web Design
- WordPress Development
- WooCommerce Development
- Landing Page Design

UX

- Screen Recordings
- Heatmaps
- Form Analytics
- Feedback Campaigns

Graphic Design

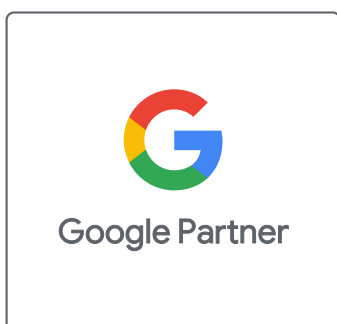
- Logo Design
- Infographics
- Business Cards
- Ebooks



PPC Services

Powerful, Performance-Based PPC

Competing online is more challenging than ever. Generating qualified traffic goes much deeper than creating a few ads and selecting a handful of keywords. It involves in-depth research, testing, adaption, refinement and scaling. Our PPC team has a proven process dedicated to help your business hit the ground running.



Google Partner

The Mainstreethost team was chosen as a Google Partner. We know how to launch and refine successful campaigns, and our knowledgeable PPC experts can help you with your PLA or Google Shopping efforts.

Campaign Management

Our PPC management services allow you to reach your audience in numerous ways by utilizing a full suite of ad formats that drive instant traffic to your site.

- Text Ads
- Display Ads
- Remarketing Ads
- Shopping Ads





Content Marketing

Optimized Content Creation Crafted to Convert

When it comes to getting noticed on the Internet, the content your business creates speaks volumes. Content is king, as the adage goes, and it's just as true today as it was two decades ago.

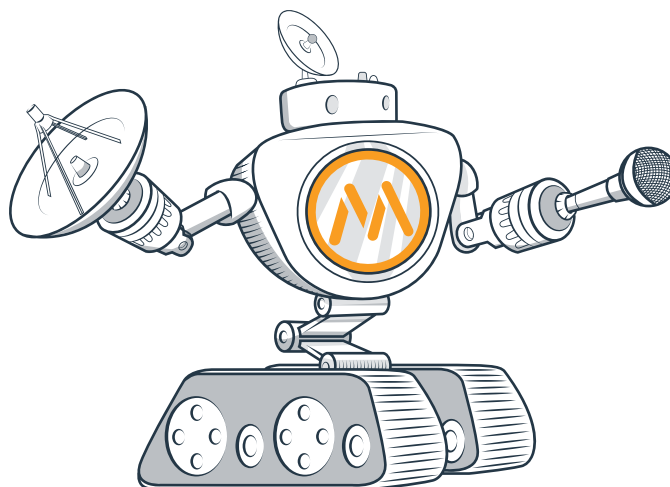
There are many ways to convey your message using content marketing – from creative words on the page describing your services, to industry-leading blog posts and promotional graphics used to spark the attention of your visitors.

Tell Your Story

Your products and services must be described not only for prospective customers, but also in terms that search engines understand.

We create a content marketing strategy that aligns with your core values and your audiences' wants, needs, and preferred ways of consuming content. That's the power and importance that content has in the modern age.





- Website Content
- Blogging
- Press Releases
- Emails & Newsletters
- Product Descriptions
- Ebooks



Social Media Marketing

Social Media Marketing Strategies Designed to Scale

Facebook, X (Twitter), Instagram and many other networks are simply a part of daily life for millions – in fact, billions – of us. With such a far-reaching scope, it's no wonder that these networks have become such a valuable tool for businesses. We offer new account setups, posting services, review generation and paid advertising options that will help spread awareness and drive engagement.

	 Facebook	 Instagram	 X (Twitter)	 LinkedIn	 Pinterest	 GBP	 YouTube	 Snapchat
Management	✓	✓	✓	✓	✓	✓	✓	✓
Advertising	✓	✓	✓	✓	✓	—	✓	✓
Posting	✓	✓	✓	✓	✓	✓	✓	—
Scheduling	✓	—	✓	✓	✓	—	✓	—
Page Creation	✓	✓	✓	✓	✓	✓	✓	✓
Page Optimization	✓	✓	✓	✓	✓	✓	✓	✓
Training	✓	✓	✓	✓	✓	✓	✓	✓
Monitoring	—	—	✓	—	—	—	—	—
Reporting	✓	✓	✓	✓	✓	✓	✓	✓
Contests	✓	✓	✓	—	✓	—	—	✓
Coupons	✓	✓	✓	—	—	—	—	✓
Audit	✓	✓	✓	✓	✓	✓	✓	✓
Competitive Analysis	✓	✓	✓	✓	✓	✓	✓	✓
Profile Creation	✓	✓	✓	✓	✓	✓	✓	✓
Account Manager	✓	✓	✓	✓	✓	✓	✓	✓

FAQ

Frequently Asked Questions

What Types of Results Can I Expect?

Although Mainstreethost cannot guarantee first page results, a successful online presence is comprised of more than just search engine placement. With a wide range of marketing services including SEO, website and UX design, content marketing and social media marketing, Mainstreethost works closely with each client to develop a custom online marketing strategy to meet their needs.

While results vary from client to client, depending on individual goals as well as the services purchased and implemented, clients can expect to see a number of results, including increased key phrase placement, website traffic, sales, and brand awareness.

How Quickly Will I Notice Results?

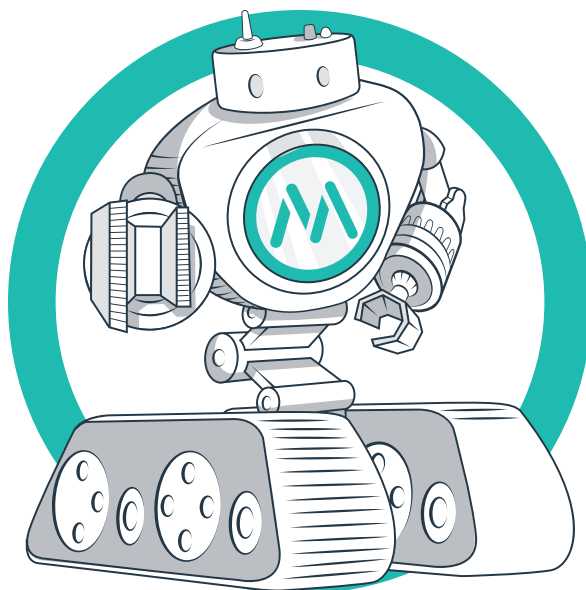
Unfortunately, there is no concrete answer to this question. With constant algorithm updates and the continuous growth of search results, there are many factors that can affect the rate at which we see results. One of the best ways to accelerate results is to implement an all-encompassing online marketing strategy. With multiple marketing channels working together, there is a better chance you'll see the results you seek earlier.

While many Mainstreethost clients see a positive boost in rankings and traffic within a month of service, depending on the competition of keywords and phrases, it can take months for your website to reach the first page, even if you're implementing all the best practices of digital marketing.

What Sets Us Apart from Other SEO Companies?

With over 25 years of experience and a diverse team of talented and passionate professionals, Mainstreethost is one of the few digital marketing companies offering all SEO and marketing-related services in-house.

Our success with thousands of clients proves our ability to evolve in the ever-changing, highly competitive online marketing industry.



Contact Us

Let's Connect

Buffalo Headquarters

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