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Boulder Online Marketing Agency, SmartClick Adworks, Expands Online Marketing Relationship with I/O Bio Merino Clothing

BOULDER, Colo.- I/O Bio Merino, a design and technology driven outdoor clothing brand, is taking their online marketing to the next level, expanding their relationship with boulder-based online marketing agency, SmartClick AdWorks LLC. SmartClick will now manage I/O Bio Merino's pay-per-click, display advertising, and SEO campaigns on both Google and Facebook.

SmartClick's initial pay-per-click marketing efforts for I/O Bio were a strong success. "SmartClick AdWorks gave us boat loads of exposure and orders, said I/O Bio President, Greg McRoberts.

Glen Spencer, President of SmartClick AdWorks, wants to continue this successful relationship. "In the end, we're all about results, and that's what's behind the expansion of the relationship," said Glen Spencer. "We're looking to play a big role this year in helping I/O Bio gain market share in the outdoor wool clothing category against competitors like SmartWool and Icebreaker."

SmartClick is especially excited about brand building initiatives for I/O Bio on Facebook. In the works are a Facebook Tab application that encourages visitors to "like" the brand on Facebook, coupled with daily giveaways in October and November. In addition, SmartClick will be building out a lifestyle-targeted Facebook Advertising campaign focused on different outdoor sports participants.

About I/O Bio Merino:

I/O Bio's advanced wool technology has created the absolute softest merino wool available for the modern mountain culture with an active, yet fashionable lifestyle. Their superior yarn technology is the most critical element in building functional fabrics with next-to-skin comfort, long lasting wear, and superior washability. From sourcing the world's finest natural fibers, to the engineering of new fabric constructions, I/O Bio offers the softest merino wool available from start to finish.

About SmartClick AdWorks LLC:

SmartClick AdWorks is an online social media and search engine marketing agency based in Boulder, Colorado. They manage clients' online marketing and advertising using cutting-edge technology and out-of-the-box thinking to build their clients' online presences. Through creative approaches to Facebook, Twitter, YouTube, blogs, viral web sites, online PR, search engine optimization, and pay-per-click marketing, Clients are finding that hiring SmartClick AdWorks is far less costly than building an in-house marketing department. Contact Glen Spencer, President at 303- 641-7201.

<http://www.smartclickadworks.com>

<http://www.smartclickadworks.com/about-us.html>



Online Social Media + Search Engine Marketing

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