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## **SmartClick Advertising Wins Blue Star Appliances Account**

*Boulder-based online media agency secures another national client for online marketing services*

BOULDER, Colo.—May 4<sup>th</sup>, 2012—SmartClick Advertising, an online social media and search engine optimization agency, based in downtown Boulder, has beaten several other nationally-prominent online agencies to win another big national online marketing client, Blue Star Appliances, a brand specializing in providing professional restaurant-quality ranges for the home.

SmartClick Advertising, which has worked with several other national brands, including Fresh Produce Clothing, Melt Organic Spread, Rodizio Grill, and Big Chill Appliances, will help establish BlueStar's online marketing presence through social media fan/follower building and awareness campaigns on Twitter, Facebook, and through blog outreach. They will also work to coordinate search engine optimization methods like pay-per-click and display advertising to increase website traffic and conversions. The seasoned, creative team of online marketers is ready to tackle this new opportunity, and they have big plans this year to roll out an all-inclusive campaign, which they hope will ultimately further spread the word about this emerging brand.

Blue Star makes restaurant-grade ranges built for home use. Ranges are available in 190 different colors and pack a whopping 22,000 btu's of power. While the brand has grown a modest but loyal following, SmartClick hopes to turn the brand into a household name. According to SmartClick Managing Partner, Glen Spencer, "Blue Star is a great little-known brand, a perfect candidate for what we do. Our job is to use online media to build massive consumer awareness for the brand." Blue Star has relied heavily on PR outreach tactics in the past, but hopes that by increasing their marketing budget for the online sphere, they will reach an even wider audience.

With the acquisition of this account, SmartClick has expanded its team to a total of 8 employees to date and continues to grow as the demand for online marketing solutions increases. The success the agency has experienced in only 3 years promises to continue as their expected success with Blue Star and other brands

### About SmartClick Advertising

SmartClick Advertising is an online marketing and social media agency based in Boulder, Colorado. National consumer brand clients include prAna Clothing, Fresh Produce Clothing, Big Chill Retro Appliances, Blue Star Appliances, Melt Organic Spread, and Rodizio Grill. SmartClick manages clients' online marketing and advertising using cutting-edge technology and out-of-the-box thinking to build their clients' online business. Through their results orientation and creative approaches to Display Advertising, Paid Search, Facebook, Twitter, blogs, online PR, and Search Engine Optimization, clients are finding that hiring SmartClick Advertising is far less costly than building an in-house marketing department. Contact Glen Spencer, Managing Partner at 303- 641-7201.  
<http://smartclickad.com/>