

ITC Chair Firm, an organization which was founded on the idea of assisting corporations in the navigation of the World Wide Web when it was still vastly unexplored back in 1999, has since become evolved as one of the top 5 marketing companies in the United States, and one of the top 30 across the globe. The high-end marketing firm has [achieved](#) such great success in its fourteen years that it has since become certified partners with both Microsoft and Google. The partnerships have helped keep ITC at the top of the internet marketer game as the Los Angeles-based firm continues to surpass its high-end clients' expectations with unmatched investments in the latest technology and an intimate approach that limits their campaign acceptance rate and results in shared success.

ITC's direct marketing methodology is contrary to what its competitors label as their path to "success". ITC finds it customary to achieve other tactics such as social marketing and logically finds little to no value in the amount of "likes", for example, any particular organization is able to achieve on Facebook. ITC's focus has always been an incredible effort that results in actual client engagement, a value which has clearly placed ITC above the rest. In addition, ITC Senior Account Executive, Brad Frank, [confirms](#) that "being a certified partner with Google allows our firm to stay on top of the latest features, functions and resources with the most powerful search engine online today." This means, for example, that while often illegitimate, competing search engine marketing organizations consistently panic in the wake of Google's ever-changing algorithms, ITC's professional team of internet marketing experts are primarily alerted as to what tactics will remain effective and which may require revamping. As a result, TopSEOs has [rated](#) ITC among the top 40 companies in the SEO industry.

Moreover, while various internet marketing organizations seem to surface on a daily basis, their focus remains primarily on one major outlet, such as search engine marketing, social media, or an affiliate marketing-centric approach. In the end, their employees' online marketing expertise, though existent, is limited. ITC instead continues to focus on the ROI that stems from utilizing each and every one of these methods, analyzing, defining those that are most effective, and, thus, creating a customized advertising campaign that continuously drives results and drastically increases exposure and profits.

Marketing ideas are restricted to reach. Prior to the popularity of the world wide web, the opportunity for major organizations to make an impression on their national, target demographic was limited to channels such as television and radio campaigns. The amount of consumers reached by these means is drastically insignificant to the [2.4 billion people](#) utilizing the internet. ITC's goal is to not only reach but engage as many of these people as possible with your organization's offerings at the least amount of investment to you.

As the world continues to evolve into a digital sector where online identities are crucial, it is no secret that companies must take internet marketing techniques by the reigns and use it to their advantage. ITC as an entity has evidenced the success, profit, and elite networking that proper utilization of the world wide web can bring. Are you on board with the best navigator?