



For immediate release

SmartWeb Marketing Named Official Digital Marketing Agency for Potomac Nationals

Local firm will handle Internet advertising and online awareness programs for Carolina League affiliate of the Washington Nationals, the Potomac Nationals

January 9, 2015

Woodbridge, VA----- SmartWeb Marketing, an online advertising company based in Woodbridge, Virginia, has been named the official digital marketing agency for the Potomac Nationals announced Ralph Altman, President and CEO of SmartWeb Marketing.

“We are honored to be selected to help the championship-winning Potomac Nationals franchise get more fans and sponsorships in 2015 with an aggressive digital marketing strategy,” said Altman.

Plans include search engine marketing and display advertising campaigns, social media marketing, mobile device targeting and other cost effective Internet based promotions in the Northern Virginia area starting in March 2015.

Altman notes that the team has already done a terrific job of promoting their brand through Facebook, reaching over 7,000 “likes” in 2014 at <https://www.facebook.com/PotomacNationals> and via their web site at www.PotomacNationals.com

Potomac Nationals Vice President / General Manager Josh Olerud is excited to have an advertising partner that really understands their growth strategy.



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“We like to think we already do a pretty good job reaching the hard core baseball fans in Northern Virginia,” said Olerud, pointing out that in 2014 the club set a new franchise single-season attendance record of 243,559 fans.

“The broader approach we are seeking to grow our attendance targets families and folks who are not necessarily baseball fanatics, but are looking for affordable outdoor entertainment.”

Inexpensive ticket prices, delicious food, weekend fireworks, and musical performances coupled with traveling entertainment acts such as pro wrestling’s Million Dollar man, the Cowboy Monkey Rodeo and Jimmy Buffet Night offer a good time for all age groups.

About SmartWeb Marketing

SmartWeb Marketing provides the technical expertise to businesses that are ready to grow by using proven Internet marketing strategies that will increase on-line visibility & website traffic, win customers and increase revenue.

About Potomac Nationals

The Potomac Nationals are a Minor League Baseball team located in Woodbridge, Virginia and is the Carolina League affiliate of the Washington Nationals.

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