Blue Fountain Media

springing ideas to life
Blue Fountain Media is a private company launched in 2003. Now, the company has slightly over 100 employees, with an office in New York and Florence, Italy. Last year they had a revenue of $6 million, a growth of 620% over the last 3 years. BFM offers web design + development and online marketing to clients from start up to major corporations. The services offered include:

- Web Design + Development
- Online Marketing
- Print Design
- Copywriting
- Website Support
- Interactive Demos
- Mobile Applications
- Logo Design
Gabriel Shaoolin launches Gabriel Productions.

Gabriel Production grows, both in business and headcount. Name changed to Blue Fountain Media. Major Clients: Elizabeth Arden, InStyle

Alhan Keser hired to create online marketing department. Company continues to grow. Major Clients: NY, Kaplan, Walt Disney

Thanks to marketing, BFM ranks on page 1 of search engines. Major Clients: P&G, Sotheby's

BFM is recognized as an industry leader. Company continues to grow. NY office expanded. Major Client: Oreo, United States Army, PBS
Leadership Team

Gabriel Shaoolin
CEO & Founder

Roman Shekin
Chief Technology Officer

Alhan Keser
Chief Marketing Officer

Brice Lucas
Chief Operating Officer

Jon Gelberg
Chief Content Officer

Matt Smith
VP of Business Development

Francesco Perini
International Business Development
Website Design + Development Services

- Ecommerce Design
- Flash Development
- Website Planning
- Content Management Systems
- Blog Design
B2B Website Designs
Before & After Website Redesigns

Before

After
Ecommerce Design

R.A.G. The Original NEW YORK CLOTHING Store

Eco-Friendly Jewelry

Amara Gold Everlasting

Why Amara?

Featured Designers

Featured Collections
Flash Design
Website Planning

For complex web projects, intensive research and planning are required before jumping into design or development.

- **Convince investors** that your web project is serious.

- Accurately calculate the **timeline, budget, & requirements** for any web project.

- **Reduce headaches** later down the road by planning everything from the start.
Content Management Systems

Take control of your website:

✓ Text Editing
✓ Image Editing
✓ Forms
✓ Subpage Creation
✓ Banners
✓ Search Engine Optimization
✓ User Management
✓ E-commerce Functionality
✓ 3rd Party Integration
✓ Automated Email Management
Blog Design

- Choose the blogging platform of your choice - Wordpress, Tumblr, Blogger, etc.
- Your blog design will be consistent with your existing website design.
- Moderate all comments on blog posts.
Online Marketing

- Search Engine Optimization
- Social Media Marketing
- Email Marketing
- Pay-Per-Click Marketing
- Social Media Integration
- Conversion Optimization
Search Engine Optimization

Drive traffic to your website by achieving page 1 rankings in search engines for valuable keywords.
Social Media Marketing

Reach your audience in new ways through social media to build brand trust and loyalty.
Email Marketing

Make the most of your list of subscribers through an optimized email marketing strategy.
Pay-Per-Click Marketing

Increase relevant traffic to your website through paid search engine advertising.
Social Media Integration

Give customers the tools to make the most of your website.
Conversion Optimization

Increase the percentage of your website visitors who turn into leads.
Print Design

[Image of print design samples]
Interactive Demos

Popular Uses of Video Demos

- Employee Training Videos
- Virtual Trade Show Demos
- Sales Presentation Videos
- Company Introduction Videos
- Flash Games
- Interactive Maps
- 3D Animations
Stay connected to your customers on the go with a custom mobile app.
Logo Design

The first impression most people have of your business is your logo.
Website support ensures that your website is fully compatible, up-to-date, and optimized to bring you results.
Clients

- P&G
- SMARTIES
- PBS
- NFL
- InStyle
- Sotheby's
- Chanel Iman
- SmartWear
- United States Mint
- Nike
- Walt Disney
- O, The Oprah Magazine
- HarperCollins
- Spafinder
- Elizabeth Arden
- OppenheimerFunds
- Donate Life
- New York Organ Donor Network
- YSC
- Kaplan
- PETCO
Recent News

- Blue Fountain Media Captures Three Davey Awards
- Blue Fountain Media Launches PCH Search and Win Video
- Awarded “Best B2B Website” by the Web Marketing Association
- 541 on Inc. Magazine’s List of the 5000 Fastest-Growing Private Companies
- Blue Fountain Media Launches barHappy iPhone App
- CEO Gabriel Shaoolian Named as Judge in 2011 Internet Advertising Competition Awards
Competitors

**Mindsmack.com** – A full-service agency providing everything from comprehensive web design and original graphics to brand improvement strategies and technical support.

**Avatar New York** - Design firm that combines art and technology to deliver consistent branding and solid e-business solutions that span the digital environment. Experienced in website design, e-commerce, content management systems, flash animation, and information architecture.

**Spida Design Studio** - Web Design Company concentrating on all facets of development and design services for businesses of all sizes. Provides clients with a single point of contact for all their digital solutions to market their products and services.
Review and Analysis

- Management is very results oriented, and will collaborate with specialists to improve results. Employees develop, design and market winning e-commerce websites.

- Not only does BFM create websites, they also create a plan to market the website and increase traffic to sites, continually maintain the sites (from a coding point of view) and analyzes the market and competitors.

- Their CMS (content management system) allows for easy editing of your website by a person with limited or no knowledge of website code. Anyone with experience using Microsoft Word can handle updates on their own.

- Gets your sites listed on top of search engines.
Their prices are at the upper end, but where they get you is through their ongoing monthly charges with Search Engine Optimization (SEO).

Primary focus is almost entirely on the SEO, with word-of-mouth and social media marketing often left outside scope of work. Since online marketing is limited to SEO, communication about goals outside of e-commerce are a source of confusion for clients.

If they need to add or remove any content, they overcharge you. If you want someone outside of BFM to do it for you, BFM makes it impossible due to their unethical ways with coding only they can edit.
Resources

http://www.bluefountainmedia.com/get-results
http://www.inc.com/inc5000/profile/blue-fountain-media
http://specials.forbes.com/article/0bc88G94xS627
http://local.yahoo.com/info-51272138-blue-fountain-media-new-york