

When our Paris YES Committee was seeking effective and affordable avenues to promote open enrollment for Paris School, we turned to Darren Hillock at www.2hill.com. In our experience, his website, www.westofthei.com, is a premier, quality source of local news with a broad readership.

It was our intention to promote our message throughout our community over an extended period of time. Having never worked with online media in the past, we were unsure where to start. Darren walked us through the process, designing a display ad that was both informational and eye-catching. Darren's media expertise, flexibility, and emphasis on customer service most certainly made our ad development process a breeze!

Our second smart promotional decision was to utilize Darren's website development services. Again, the fact that we knew nothing about website design was not a barrier. Darren handled every detail from the start and developed a comprehensive, attractive, and user-friendly Paris School promotional website that exceeded our expectations on all levels! Darren tailored the website to meet our needs—from including all of the necessary informational details, to utilizing our logos, photos, and creating links to our promotional brochure and other web-based sites.

By linking a website to our display ad, we increased our marketing effectiveness and were able to promote the benefits of Paris School far beyond the capabilities of a display ad only. Our ad received over 21,310 pageviews and was clicked-through to our promotional website 87 times in just over three weeks! As a result of this presence, we attracted nearly 40 open-enrollment families to our school!

We cannot say enough about Darren and 2HillMedia. Working with Darren throughout the development of our westofthei.com ad and Paris School promotional website was an excellent experience. His superior customer service and professional ad and website design services created an image for our promotion that will serve us far beyond our open enrollment needs.

We most certainly recommend Darren, 2HillMedia, and westofthei.com to other groups and businesses who seek to increase their advertising effectiveness and obtain unmatched promotional exposure!

Sincerely,

Beth LaBell

Paris YES Committee