



MOREY
PUBLISHING

PARTNERSHIP OVERVIEW

MerchantPro Express And Morey Publishing

MerchantPro Express (MPX) has partnered with Morey Publishing, a New York based advertising and marketing firm specializing in inbound lead generation. The primary objective of this partnership is to expand MPX's message nationally by improving the MPX web presence and ranking around key industry terms, generating meaningful content around its brand, recruiting experienced sales representatives in new markets and nurturing merchant processing leads.

MPX is widely recognized as a market leader in the field of merchant processing and it has gained a solid reputation working on behalf of thousands of customers nationwide. Morey Publishing seeks to leverage the MPX reputation in the industry to set it apart from providers that are more transactional and less consultative. Whether it is attracting new talent to the MPX team or explaining the benefits of a merchant processing relationship to the end user, Morey Publishing aims to develop a narrative that speaks to the integrity of the MPX name.

MARKETING FEATURES

- A More Robust Web Presence
- Improved Search Rankings and Greater Visibility Online
- A More Natural and Content-Driven Social Media Presence
- Meaningful Content Offerings for New Recruits and Sales Prospects
- A Coordinated Sales and Marketing Presence on HubSpot, the Most Advanced Lead Generation Platform on the Planet

CRM SALES ASSISTANCE

In addition to these services, Morey will be introducing a new Customer Relationship Management (CRM) tool for reps to help track and convert leads into customers. This CRM is straightforward and intuitive, allowing the sales representative to automate his or her daily workflow without adding to their existing responsibilities. The HubSpot CRM creates customized communications to assist with building relationships while templates, scheduling tools, and prospecting tools make interacting with potential clients faster and more personal.

CROSS-MARKETING OPPORTUNITIES

In addition to its role as a marketing partner and technology provider, Morey brings nearly three decades of contacts and experience in the New York media and communications space. As a true partner in this journey, Morey brings countless resources and relationships to the MPX value proposition.