

5MetaCom Expands Digital Marketing Footprint

Dennis Good joins agency as Director of Digital Marketing

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Dennis Good has joined 5MetaCom as director of digital marketing. He brings to 5MetaCom more than a decade of experience in integrated digital marketing including experience with leading global brands.

Dennis works with clients to develop marketing solutions that fuse emerging web technologies with B2B marketing strategy. While his experience encompasses interactive design, coding and analytic scoring, Dennis says effective digital marketing for B2B brands begins with a disciplined, strategic and integrated approach.

“B2B companies serve customers who are very informed and have often done extensive research before they ever engage with a web site or other digital platform,” Dennis says. “Companies can have hundreds of pages of content, but the goal is to discern the information that is most relevant to the problems a company’s customers are trying to solve, and present the information in a meaningful way.” Dennis relies on a process driven approach focused on the specific objectives of each client and the technology best suited to accomplish the objective.



Dennis Good, Director of Digital Marketing

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As content becomes more integrated and strategic, the venue for housing and delivering that content continues to shift away from the traditional web site. “The transition toward more cloud-based tools is creating demand for native approaches that respond to a user’s needs and interests – for example an online app that lets a user find the nearest distributor versus an online brochure,” Dennis said.

5MetaCom CEO Chris Wirthwein said that accessibility across a range of platforms is an important priority for customers. “Beyond creating sites that are relevant to users, we’re focused on creating communications that promote connectivity and collaboration across a breadth of platforms both within the client’s organization and externally,” he said.

Wirthwein noted the addition of Dennis as director of digital marketing continues the company’s investment in digital talent. In recent months, 5MetaCom has added several people to its digital team. “As we continue to expand our digital capabilities, our investment is not just in technology but in people who can use the technologies in a way that makes it easier for people to buy and sell technical and scientific products and services,” Wirthwein said.

To learn more about 5MetaCom’s digital solutions, contact Eric DeWitt at edewitt@5metacom.com.