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Hanapin Marketing Among “Best Places to Work” in 2013

Indiana Chamber of Commerce Names Hanapin Marketing to its List of Best Places to Work in Indiana

February 26, 2013 — The Indiana Chamber of Commerce released its annual list of Best Places to Work in Indiana today, and [Hanapin Marketing](#) is named among the organization’s choices for 2013. Hanapin is the only company from Bloomington on the entire list, and one of only four from southern Indiana.

"An honor like this reflects a lot of the hard work we’ve been doing to make this a special place," said Pat East, founder and CEO of Hanapin Marketing. "It’s nice to be recognized and to know that we’re on the right path."

Hanapin has instituted several policies geared toward creating a unique work environment. After a year, for example, employees have the opportunity to work remotely one day per week. And once every quarter, the entire company takes a three-day weekend.

"These are more than just perks," East said. "It’s a strategy to give people time to relax, slow down and spend time with their families, which makes a happier, healthier work environment."

Finding the right people is a big part of Hanapin’s strategy. The company places an emphasis on training, not just at the beginning but also throughout an employee’s career, and people who work for Hanapin are expected to become experts in their field.

"We’re all very aware of the impact that Hanapin has in the search marketing world," said Carrie Albright, and Account Manager at Hanapin. "We really value the opportunities that creates, and it helps set the bar high for the work we produce."

Hanapin’s blog, [PPC Hero](#), is written entirely by employees (aside from the occasional guest blogger) and is widely read in the web marketing industry. Combined with Hero Conf, which is Hanapin’s annual search marketing conference and features many Hanapin employees as speakers, it’s easy to see why employees quickly become thought leaders in the tech industry.

“Being named to a list like this, with so many other great companies, is really a confirmation of the great team we’ve assembled,” said Chris Martin, Talent and Culture Leader for Hanapin. “We’ve created a really dynamic culture that catches people’s attention.”

As a national player in the search marketing field, making the benefits of working for Hanapin clear is an important competitive edge as well.

“Obviously, the environment we create is key for recruitment, too,” East said. “We want to make sure it’s beyond appealing to work here and live in Bloomington, even if you have to move across the country.”

Hanapin is one of 33 companies named in the “15-74 employee” category of the Chamber of Commerce’s list, which includes 100 companies in four categories. The companies will receive their final ranking during a special awards dinner at the JW Marriott in downtown Indianapolis.

About Hanapin Marketing

Hanapin Marketing is a paid search agency based in Bloomington, Indiana. Founded in 2004, the company manages and optimizes clients’ paid search programs—increasing sales while simultaneously decreasing budgets. From ad copy composition to keyword research to landing page optimization, Hanapin’s core objective is to maximize clients’ return on investment. Hanapin Marketing also publishes the industry-leading blog, PPC Hero.

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