



## **Zoe Hutzler, Mantis Marketing**

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Contact Name : Zoe Hutzler

Company Name : Mantis Marketing

Email : zhutzler@mantisdirect.com

Phone : 212-213-1388

Fax :

Address, City, State : 1385 Broadway, NY NY

What was your greatest professional accomplishment in 2012? : Watching our clients elevate to new levels as a result of our joint efforts through initiatives that include greater exposure and positioning of their firms for maximization of brand recognition. When our clients do well I truly feel accomplished.

What was your most notable project, deal or transaction in 2012? : I believe the work that we did with digital marketing this year has been very notable. Directing clients on film and adding the mini-commercials to their website really allows potential clients to get a feel for who they are prior to even meeting them. These videos allow a glimpse into their design and business philosophies and have garnered a lot of attention from both industry and clients alike. Utilizing tools like these to optimize our clients web exposure has been a tremendous addition to our already robust marketing programs.

What are your predictions for commercial real estate in 2013? : The re-zoning of areas is allowing for some very interesting new enclaves where businesses are settling where they would never have before. I think this trend will continue into 2013 and make for some very interesting commercial deals.

What are your resolutions for 2013? : To delve further into digital media allowing our clients and ourselves greater exposure and continued immediate distribution options. To continue our community outreach and involvement in such charities as Rewired for Autism and Capuchin Food Pantries and wherever else our help and services are best utilized. To continue to service our clients with the utmost professionalism and to treat their companies as if it were our own.