



SpinSix secures \$750K in funding, plans expansion in Scottsdale

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[SpinSix](#) Strategic Marketing Design LLC has received \$750,000 in financing even as the company continues to grow.

The Scottsdale-based company specializes in online marketing and design, and it is seeing growth in the industry even as the economy sours.

Mike Horne, the company's chief operating officer, said SpinSix brings its clients "a combination of tactics and technology" to track their business.

With 26 employees and a recently expanded Scottsdale operation, company officials said they were pleased with their first major cash infusion, though they wouldn't release the investors' names.

"We saw an opportunity in this current environment to accelerate our expansion efforts, despite prevailing market attitudes," said founding partner Ken Reaser.

The company's owners have been in business together since 1995, starting as Square 1 Design before it was bought in 2000 by Raymond James Financial Corp. They reacquired the company in 2002 and changed it into SpinSix.

The company's marketing tools include its Lead Initiation, Nurture and Conversion System, or LINC'S, which tracks customers visiting a Web site regardless of whether they buy anything. The information can be funneled into a customer-relations program to help businesses market to customers.

"It allows you to keep them warm, to keep them in that nurturing cycle until they are ready to buy," Horne said.

Partner Anthony Helmstetter said the company's time within the Raymond James organization made it come to rely on data as a friend -- and in a time when businesses are looking for a return on investment, the data is key.

Michael Thorell, president and CEO of Pinnacle Bank in Scottsdale, said he has used the company for several years and its tracking tools allow his company to see how its Web advertising is working.

"To have a firm saying, 'Here's how many people saw this, where they came from and how long they stay,' it can be completely different from what you expected," he said.