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Contact: Kate Feuling

Phone: 414.908.4931

Email: kfeuling@harrismg.com

HARRIS MARKETING GROUP WINS IMPACT20 AWARD FOR BEST WEBSITE FUNCTIONALITY

OAK CREEK, WI, October 20, 2020 – [Harris Marketing Group](#) (HMG), a women-owned, full-service marketing company located in Oak Creek, Wisconsin, wins IMPACT20 Award for Best Website Functionality from the Internet Marketing Association. The award was in recognition of HMG’s work on the design, creation and implementation of the American Society of Anesthesia Technologists and Technicians ([ASATT website](#)). IMPACT20 awards exemplify best-in-class creativity, expertise and results achieved by the top practitioners of internet marketing.

HMG was contracted by ASATT to redesign their website and intranet. The agency worked with the association to establish the overall goal of providing the public and its members the most up-to-date news, information, education, and events in the field of anesthetics.

The development team at HMG conceptualized, designed, and created a custom-coded website in Joomla with a custom back end CRM platform, written in PHP, to manage the data and membership information. HMG developed unique modules that would aid ASATT with member file repositories, elections, member dashboards, reporting and much more.

With a focus on events, HMG built the new site to help manage the front and back end of dozens of yearly events, from webinars, annual and regional conferences and training sessions. The new website provides registration, pricing breakdowns, payment processing, advertising, sponsorships, and robust back end member reporting.

HMG also focused on certification automation. This custom-built automation application provides for the ability for members to upload all pertinent continuing education documents for review and provides board members with the ability to review and approve applications online. This automation provides for significant improvements in staff efficiencies, eliminates paper waste and significantly speeds up the approval process.

In addition to certification automation, HMG developed a membership intranet. This section provides the ASATT members with a unique dashboard of personalized “member-only” content.

There is also customized data storage functionality that is based on authentication categories, which is vital to the association's Board of Director's, their many Committees, as well as members, but is private and separate from the public-facing content.

"It has been a while since we entered any of our work for review so it's exciting to have won this award on our first attempt," said Denise Harris, owner of the Harris Marketing Group. "This award is a reminder of the quality work we produce, and the dedication our creative staff provides to our clients to deliver tailor-made websites and online solutions."

In addition to [website development](#), Harris Marketing provided the international organization, ASATT, with branding and positioning, logo design, tagline development, corporate identity, material development and other [brand-building](#) and re-imaging services. HMG also provides publishing services, both print and electronic, including content planning, research, writing, design, production and distribution of both print and electronic formats.

With more than four decades of combined experience in marketing, strategic business planning and design, the Harris Marketing Group offers clients a [full-service approach](#) to marketing and provides cost-effective, professional work and marketing services. "We have been working on a number of other projects this year," says Harris. "Our team works hard, and that hard work has paid off. We look forward to continually producing quality online solutions with excellent functionality and experiences."

Located in Oak Creek, WI, [Harris Marketing Group](#) is a full service, multi-disciplinary, woman-owned marketing agency, providing local and national clients with brand development, project planning, execution and follow-up. The company has extensive expertise in business-to-business, institutional, high-tech and retail/wholesale marketing channels, as well as commercial office and institutional product marketing. With more than four decades of combined experience in marketing, business planning and design, the Agency offers clients a comprehensive, one-stop marketing resource.

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