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FlowState Marketing Recognized for Marketing Excellence at The Fourteeners, Presented by Colorado Chapters of BMA, AMA

Denver, CO — May 9, 2019 — [FlowState Marketing](#), a digital and branding agency, announced today it has received a 2019 Silver Award from the [Colorado Chapters of the Business Marketing Association](#) and [American Marketing Association](#) for Corporate Websites: Under \$25k for its work with [Proteus Snowboards](#). The recognition will take place at the annual Fourteeners Awards gala Friday, May 10, at the historic Kirk of Highland with more than 200 marketers in attendance.

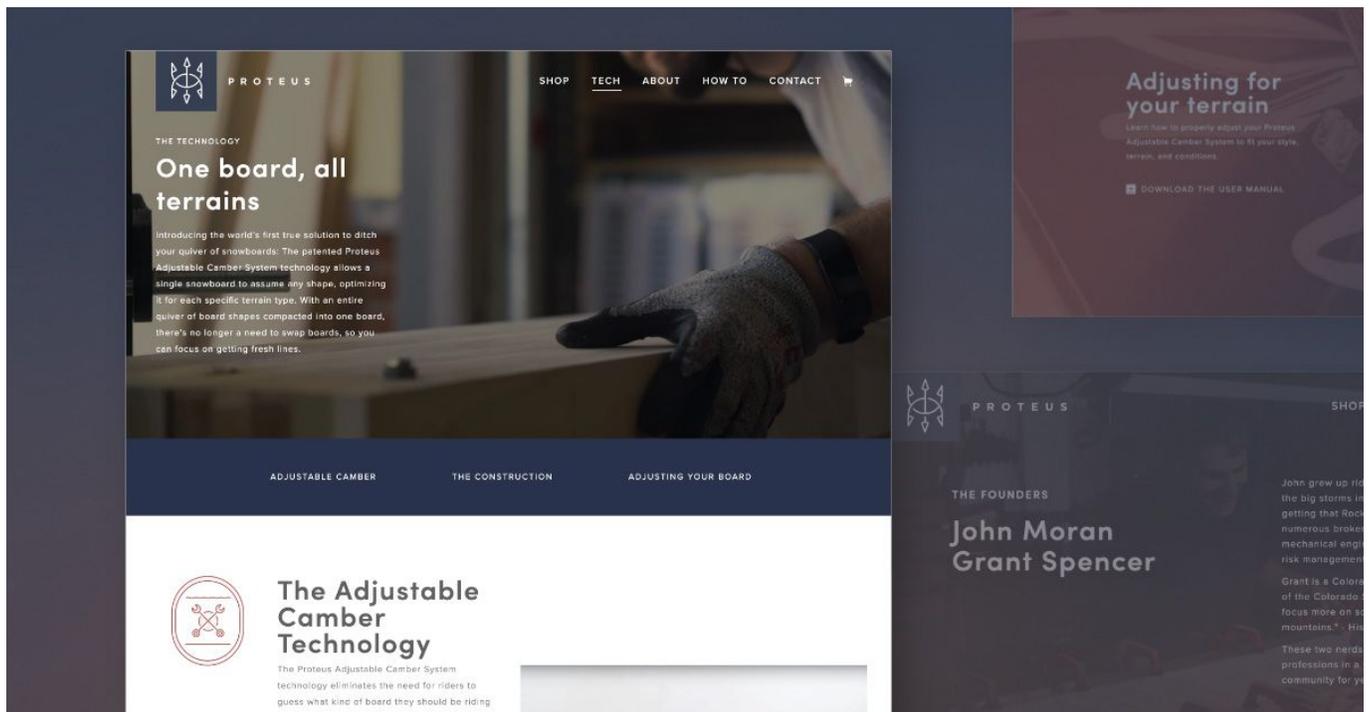
After years of rigorous design, testing and refinement, the Proteus team developed their patented Proteus Adjustable Camber System, which gives every snowboard they produce, the power to adapt to all mountain terrains. Proteus Snowboards approached FlowState Marketing to create a unique branding and website strategy for its go-to-market launch.

Since e-commerce is an essential component of Proteus Snowboards' business, FlowState Marketing designed and developed their new website on WordPress with WooCommerce and developed a detailed product shopping and purchasing experience that accentuated the customizability of Proteus boards. FlowState Marketing also designed a new logo, which was expanded into a full, strategic brand identity throughout the Proteus website.

Additionally, FlowState Marketing created graphics, animations, and custom photo/video production. The team also implemented an SEO strategy for new search terms to ensure online visibility amongst competitors.

"As a small company breaking into a crowded market, we needed a marketing partner that could effectively communicate our competitive edge," said John Moran, CEO of Proteus Snowboards. "FlowState Marketing took the reins and enhanced our initial vision while consistently fulfilling our dynamic requirements. Our redesigned brand, powerful new website and streamlined purchasing process far surpassed our expectations and has helped us get noticed in a competitive industry."





“Our branding and digital team worked closely with Proteus Snowboards to understand every detail of its business, which helped us craft an effective message and customized e-commerce strategy,” said Shamus McNutt, president, and co-founder of FlowState Marketing. “We are now receiving requests for other web projects from all over the country and could not be more excited for the future growth of FlowState’s digital arm. I’m proud of our team and their work to bring Proteus Snowboard’s story to life.”

The Fourteeners, formerly the Gold Keys, is recognized as Colorado’s most prestigious competition dedicated solely to marketing excellence. Categories included both B2B and B2C work. This year saw more than 100 submissions from some of the state’s top businesses and agencies. A panel of 12 independent judges from across the country, representing agency and corporate marketing professionals, scored entries in more than 40 categories on objectives, creativity, production and results. The Fourteeners is the new name renamed to signify the partnership between BMA and AMA Colorado.

“The Board of Directors of both BMA and AMA Colorado extends its congratulations to this year’s winners,” said BMA Executive Director Derrol Moorhead. “Each winner is to be commended for being the very best in Colorado marketing. Because of our emphasis on quality and results, The Fourteeners are highly coveted by Colorado marketers.”

More on FlowState Marketing’s full suite of branding and digital services is available at <https://www.flowstatemarketing.com>. To view a complete list of winners and credits, visit The Fourteeners at <http://www.thefourteeners.org>. For more information on the awards and winners, email info@bmacolorado.org.

About FlowState Marketing

FlowState Marketing is a digital and branding agency creating impactful design and branding solutions to help businesses thrive. Founded, and proud to operate in, Denver, CO we exist to empower brands through various means of media and material. With offerings that rely on strong business relationships and collaborative processes, our agency is all about transparency and respect for our clients to deliver products and services of outstanding quality. Our happy and motivated team works collectively to solve problems and



build value for our customers, applying creative and technical solutions. We were recently named as one of the top 23 digital marketing agencies in the U.S. and one of the leading U.S. branding agencies in 2018 by Clutch. For more information, visit <https://www.flowstatemarketing.com>.

About BMA Colorado

Dedicated exclusively to the discipline of business-to-business marketing, the Colorado chapter of the Business Marketing Association (BMA) is the premier organization for marketing professionals in the region. Its membership is comprised of more than 500 business-to-business marketing practitioners employed by the region's leading corporations, agencies, suppliers, and small businesses. As one of the largest marketing organizations in the region and the largest BMA chapter in the country, BMA Colorado enriches the professional lives of its members by offering unparalleled opportunities for education, networking, and recognition, as well as exclusive access to industry resources and services. To learn more about BMA Colorado, visit www.bmacolorado.org.

About AMA Colorado

For more than 50 years, the Colorado chapter of the American Marketing Association (AMA Colorado) has challenged a community of innovative, marketing professionals to think a little differently about what they do—and how they do it. AMA Colorado is focused on making you a better marketer. We do this by delivering the integrated, strategic and tactical knowledge marketers need to be the very best in their field. AMA Colorado is dedicated to providing the best resources for Colorado marketing professionals to innovate, shape and inspire their careers. To learn more about AMA Colorado, visit www.coloradoama.com.

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