

## ROCK COAST MEDIA SELECTS BOOTSTRAP SOFTWARE FOR DEVELOPING WORK FLOW MANAGEMENT TOOL

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**Rock Coast Media** has selected **Bootstrap Software** as its development partner for a new work flow management system. This new system will allow Rock Coast to better manage and respond to the changing dynamics of online advertising campaigns.

“Bootstrap was a natural choice for RCM. They combine a technical know-how with a deep understanding of our business goals and long term vision. We are confident that choosing Bootstrap will ensure a successful completion of our project” says Stephen Anderson, President, Rock Coast Media.

**Bootstrap** has long recognized the importance of leveraging technology in all aspects of today’s ever faster moving markets in order to increase efficiency, tap new sources of revenue, provide more value and brand exposure to customers and expand into new markets. These basic tenets of Bootstrap’s philosophy align well with Rock Coast’s vision for the future. **Bootstrap** has designed, developed and deployed a number of highly complex workflow management applications. They have also worked in partnership with SEO firms to implement strategies for consumer marketing groups and have gained some significant domain knowledge in the area.

“We are very excited about working with Rock Coast Media.” says Bootstrap’s COO, Jay Erickson. “They are a company poised for great success. Efficient workflow management is a key ingredient for any growing business, and we are pleased to have been selected to help RCM achieve their business goals.”

The team at Bootstrap software is currently working to define and document all the necessary requirements of the system.

### **About Rock Coast Media**

Rock Coast Media is a boutique Search Engine Marketing agency located in the scenic coastal town of Newburyport, MA. Born on the principle that quality, results-focused work and excellent customer service is the foundation of any good business, Rock Coast Media applies their extensive knowledge of Search Engine Marketing, proven approach and suite of technologies to deliver the results our partners seek.

For more information on Rock Coast Media, go to [www.rockcoastmedia.com](http://www.rockcoastmedia.com)

### **About Bootstrap Software**

Bootstrap is a technology consulting firm. Bootstrap's versatile team offers a wide array of services. From helping clients develop a cohesive IT strategy to maintaining legacy applications to managing offshore resources, Bootstrap focuses its skills and experience to enable client systems to be most effective. Bootstrap’s advantage lies in leveraging its unique combination of technology, strategy and creativity to bring to bear industry leading advances for its clients.

For more information on Bootstrap Software, please visit our Web site at [www.bootstrapsoftware.com](http://www.bootstrapsoftware.com) .