

AS SEEN IN *Forbes, Fortune & Entrepreneur*

Spotlight: Buffalo Business Leaders

Partners in Growth

Pioneering Buffalo-based **Mainstreethost** has been offering simple, flexible, and affordable digital marketing services to clients nationwide for 25 years.



ROSS MARRANCA
President and CEO



the ground running,” he explains. “We’re also very transparent with our methods by providing detailed reporting.”

From day one, Mainstreethost has been at the leading edge of the digital marketing curve. “When my father founded the company in 1999, websites were popping up left and right, but not a lot of people were thinking about how to get other users to see them,” says Ross Marranca, president and CEO. “My father discovered a lucrative opportunity for marketing and optimization. He was in the right place at the right time with the right idea.”

In 2024, Mainstreethost celebrates its 25th anniversary, and the company has much to celebrate, including 130 employees, two locations, and approximately 4,000 active clients. Despite their success, Marranca and his team strive to remain on marketing’s cutting edge, offering a wide array of cost-effective digital marketing solutions tailored to the needs of small- and medium-sized business owners. “We offer the gamut when it comes to digital marketing solutions, from SEO [Search Engine Optimization] to PPC [Pay-Per-Click], web design, hosting, social media, content marketing, and website accessibility,” he says.

With competitors, clients are limited to choosing from a handful of digital marketing packages. At Mainstreethost, “there isn’t a one-size-fits-all strategy,” says Marranca. From a five-page information-only website

to an expansive e-commerce site selling thousands of products, the Mainstreethost team understands each client’s digital marketing needs are unique. “Our team is here to build custom digital marketing packages, lay down a successful plan of attack, and, ultimately, drive growth for clients,” says Marranca. In fact, the company’s unofficial mantra is: “When you succeed, we succeed.”

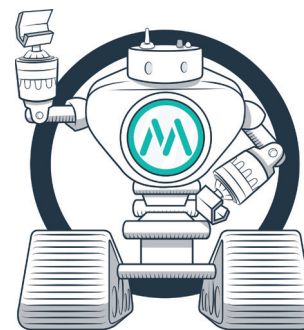
A Forward Focus

With their eyes looking ever forward, the Mainstreethost team sets potential clients up for success by offering free website consultations with a senior strategist. “We offer a comprehensive review of a company’s on-line presence,” says Paul Mergenhagen, vice president of marketing. “We include diagnostics on website performance and have discussions on whether there are opportunities for improvement.”

Success comes in a variety of other ways, too, for this ever-evolving, family-owned tech business. Mainstreethost stays up to date on the latest technology because in digital marketing, “you always have to be one step ahead of the game,” says Marranca. They foster long-term partnerships with clients and take the time to do things right, making sure not to rush through projects. With their experience in the industry, they have had time to refine their techniques. “This helps us hit

One of the biggest differentiators between Mainstreethost and competitors is the company’s flex marketing solution, which affords clients more hands-on, personal care and flexibility than they’d get with other agencies. “It’s a different level of service,” says Marranca.

That personal touch translates whether clients have their own marketing departments and just need help on a consultation basis or whether Mainstreethost serves as a full-service partner. Either way, says Mergenhagen, “we are there to provide solutions for clients, now and as they grow.”



MAINSTREETHOST®
DIGITAL MARKETING AGENCY

207 Commerce Drive
Amherst, NY 14228

888-874-3791 | mainstreethost.com