

Whitecaps pick Marqui to launch new Web site

VANCOUVER, B.C. –Whitecaps FC (Football Club), one of B.C.'s best known sports franchises, recently selected Marqui Inc., provider of on-demand marketing automation and Web site content management software, to enhance its online presence.

Marqui set out to help Whitecaps FC build a stronger connection to its growing fan base and help fuel greater interest in soccer in B.C. and across the country. The Web site, which launched in early September, also sports a new look and feel designed by the Marqui team.

"Passion for soccer has never been greater in Canada, and we want whitecapsfc.com to be the go-to place for soccer fans in B.C., and across western Canada," says Kim Jackman, director of marketing & communications, Vancouver Whitecaps FC. "Our Web site is one of our most valuable assets in building and maintaining our fan base, and the Marqui solution will help us realize its full potential by allowing us to deliver constantly updated and unique content, and helping to streamline our business processes."

"We're thrilled to partner with Whitecaps FC



Marqui President and CEO Dale Borland says the new site will help Whitecaps FC fulfill its long-term business objectives, whether offering new and improved content for fans, helping staff take advantage of online marketing opportunities, or building a new brand image for the team.

and create a powerful and usable Web experience for visitors and staff alike," says Marqui President and CEO Dale Borland.

"Powered by Marqui technology, the new site will help Whitecaps

FC fulfill its long-term business objectives, whether it is offering new and improved content for fans, helping staff take full advantage of online marketing opportunities, or building a new and exciting brand image for the team."

Marqui offers a suite of on-demand software applications that automate and

simplify a broad range of marketing activities; including Web content management, email campaigns, search engine optimization, lead generation and CRM integration, analytics and program measurement.



Vancouver Whitecaps FC wanted to revitalize its online presence and chose Marqui to help transform its Web site to showcase its product and build soccer fan loyalty.

More than 250 organizations have leveraged Marqui to grow their brand and online campaigns.

They include the Phoenix Suns, Ford Motor

Company, Honda, Merck, Lakeland College, Roper Bioscience, CruiseWest, Grouse Mountain, BC Ferries, the David Suzuki Foundation, YMCA, and the United Way.