

## Sperling Interactive merges with Single Source Marketing

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Shown are Rick Alpern of Single Source Marketing and Mike Sperling of Sperling Interactive.

Salem, MA Sperling Interactive, a leading web design and marketing agency, has announced their merger with Single Source Marketing, a full-service marketing agency based in Danvers, MA. The merger combines the expertise and resources from two best-in-class marketing companies into one powerhouse agency to provide a wider range of marketing services to their clients locally, regionally and nationally.

“Sperling Interactive has always been deep with talent in website and app development, search engine optimization, search engine marketing, social media and photography/videography,” said

Mike Sperling, president of Sperling Interactive. "The Single Source team brings expertise in brand development, strategic planning, business consulting, design, public relations, media planning and strong execution."

"This merger allows us to expand our offerings and better serve our clients. In the short time that we've been together as one unit, our clients have already seen the benefits," Rick Alpern, president and co-founder of Single Source Marketing commented.

"It may sound cliché, but the merger is a true  $1+1=3$  scenario," said Dee Alpern, COO and co-founder of Single Source Marketing. "By combining our teams, we're able to offer clients everything on the marketing and advertising spectrum under one roof."

The two companies are operating out of their offices at 10 Derby Sq. under the Sperling Interactive name.

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