

## Windward Completes The Great Online Marketing Scavenger Hunt

### Places in the top 30 in Firepole Marketing's Epic Worldwide Challenge

For Immediate Release

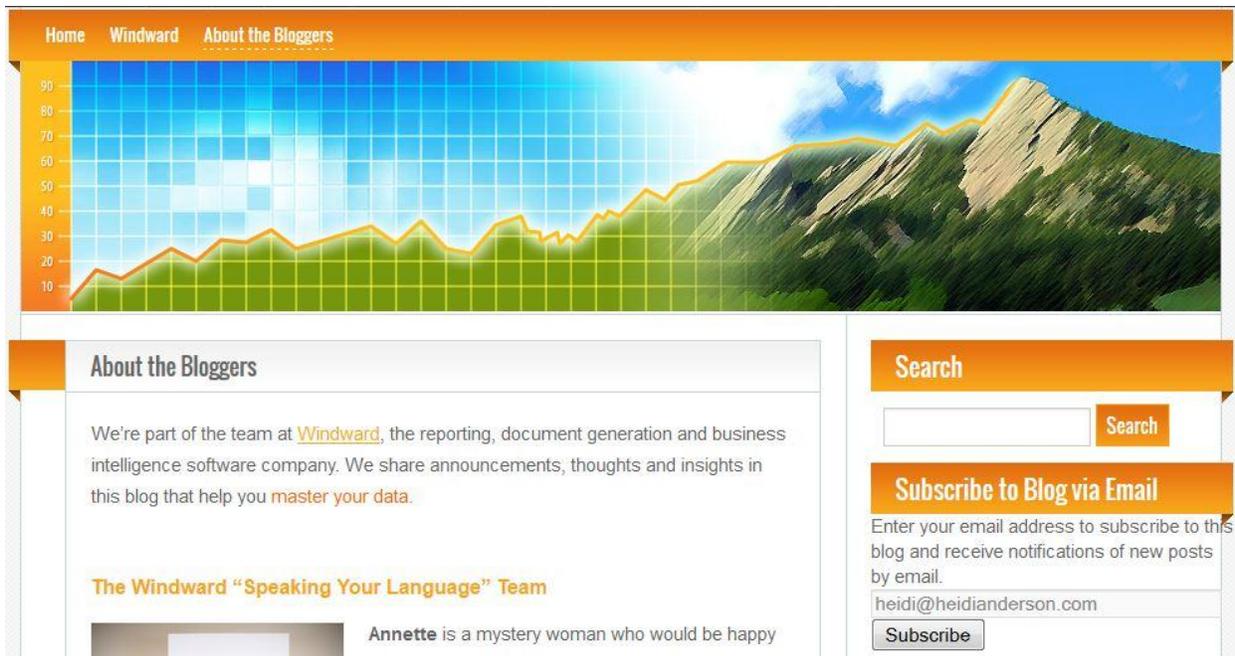
Boulder, CO – [Windward](#), the document generation, business intelligence and reporting software expert, has wrapped up its participation in the [Great Online Marketing Scavenger Hunt](#). The global 5-week contest, created by Montreal-based Firepole Marketing, challenged individuals in a variety of industries to take on a range of nearly seven dozen tasks in the areas of networking, social media, multimedia, writing, and real life. Windward placed in the top 30 and also was awarded one of the two weekly Above and Beyond prizes for "amazing helpfulness and team spirit, as well as excellence in completing and reporting challenges."

Windward was one of approximately 900 registrants participating in the scavenger hunt, which began in late February and ended March 30. Participants were required to create a tumblr account where they posted screenshots, video, text and other proof of their accomplishments. A small excerpt from the list of challenges:

- Update your [About page](#) (before and after shots!)
- Answer the following question: Do you use Facebook for your business? Why or why not?
- Write a [rebuttal blog post](#) to a controversial article in your niche
- Create a survey for your audience that will tell you exactly what they want.
- Photographic evidence that you went to a local networking event.

Windward player Heidi Anderson focused primarily on the social media and networking challenges, such as gathering critiques of Windward's blog [Speaking Your Language](#), learning how to pin a post on the [Windward Pinterest](#) page, and writing recommendations for companies Windward does business with.

"The challenges were all tasks that businesses need to take on to be successful in marketing themselves," said Anderson. "We're really grateful because the hunt gave us that extra push to get them done."



*Networking #9 Challenge: The makeover of the Windward blog's About Us page*

### **About Windward**

Windward delivers powerful reporting, document generation and business intelligence solutions for enterprise or OEM use. Businesses worldwide create custom reports better, faster with data intelligence made easy. Windward has been delighting customers – technical and non – since 2004.

www.windward.net

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