

Levelwing Surpasses Initial Success Fifteen Years Running

Inspired by two college friends at a hole-in-the wall bar in New York City, Levelwing's success as a digital marketing company has skyrocketed since opening in 2002.

Jeff Adelson-Yan and Steve Parker talked about their idea for a year, but fear of failure prevented them from pursuing their dream originally.

"The challenge initially was not a real challenge, it was a mental challenge, because we both had really good jobs," said Parker. "To start a company, it's like 'what happens tomorrow?' so there was a little fear."

But one night while the two were having beers at a bar on the Upper East Side, they asked themselves, "what's the worst that could happen?"

"And we said, 'the worst that could happen is that we fail and then we go back and get good jobs again,'" Parker said. "So we said let's do it."

Together, Parker and Adelson-Yan opened Levelwing's first establishment in New York City.

Since 2002, Levelwing has successfully provided marketing services with a strict digital focus to its clients.

Digital marketing strategies, similar to those of Levelwing, are constantly evolving according to research.

The company's primary pillars of business provide analytics, media and creative content development for various brands.

Among its clients, Levelwing is best known for its ability to analyze, model and measure media as well as its accountability.

The Post and Courier acknowledged these notable digital marketing efforts in 2012.

Levelwing developed media for the Super Bowl 10 consecutive years as well as for the Indie 500 14 years in a row.

Without a challenging downfall in 2013, Levelwing's work culture and success would not be the same today.

As the company's employees expanded and an office opened in Charleston, S.C., the marketing agency experienced difficulties.

Levelwing faced communication issues within the company, and three of its biggest clients merged in 2013.

Mark Volkmann 3/20/17 7:02 AM

Comment: Don't capitalize every word in a headline!!!!!!

Mark Volkmann 3/20/17 7:02 AM

Deleted:

Mark Volkmann 3/20/17 7:04 AM

Deleted: their

Mark Volkmann 3/20/17 7:03 AM

Deleted: ,

Mark Volkmann 3/20/17 7:03 AM

Deleted: their

Mark Volkmann 3/20/17 7:03 AM

Deleted: ,

Mark Volkmann 3/20/17 7:05 AM

Comment: To whom and for what? This reference is too vague here!

Mark Volkmann 3/20/17 7:03 AM

Deleted: their

Mark Volkmann 3/20/17 7:04 AM

Deleted: ten

Mark Volkmann 3/20/17 7:04 AM

Deleted: fourteen

Mark Volkmann 3/20/17 7:05 AM

Deleted: their

Many employees were laid off due to the merger, which created a sense of fear within the office.

After hundreds of hours of discussion, Parker and Adelson-Yan rethought what type of company they wished to operate, and they realized the culture had a lot of room for improvement.

“Culture in short was something early on that we didn’t put a lot of effort into,” said Parker. “We thought it was something that just happens and it’s not. It’s something that you intentionally create.”

Levelwing developed fundamental beliefs that each employee needed to pursue in order to be successful, and these beliefs paralleled with the acronym LEVEL.

Employees would be responsible to *lead* through accountability, *engage* in conversation and communication, *validate* everything, *epitomize* great client service, and *leverage* vast expertise to drive value.

“Now because we have a common language from which to operate, we can apply this to everything we do internally and externally to all of our clients,” according to Parker. “There are probably always improvements to make as we continue to grow.”

Levelwing’s oldest clients value their growth from 2002 to the present and trust the company’s ability to follow through with its word.

Today, employees take full leadership in their positions without having to be told what to do and communicate proficiently with one another.

Levelwing experienced its largest growth in 2015 and then surpassed this in 2016.

As a company, it has overachieved 2015’s and 2016’s revenue, client retention, and culture goals.

For the coming year, Levelwing’s goal is to exceed the past two years’ success, and continue growing in the years to come.

One more quote here would be awesome :)

Comments:

Overall, great feature story! You seem to really have gotten the vibe of the company with your interview. Notice my AP/grammar corrections, mainly how to punctuate quotes! ;) I recommend a final quote at the end because it will “close” the story better. A comment related to future goals (different from Parker’s quote above) would fit really well and finish the story out nicely.

Mark Volkmann 3/20/17 7:06 AM
Deleted: Levelwing’s culture with employees had a lot of room for improvement.

Mark Volkmann 3/20/17 7:06 AM
Formatted: Indent: Left: 0"

Mark Volkmann 3/20/17 7:06 AM
Deleted: ,

Mark Volkmann 3/20/17 7:06 AM
Deleted: w

Mark Volkmann 3/20/17 7:06 AM
Deleted: Historically speaking,

Mark Volkmann 3/20/17 7:07 AM
Deleted: their

Mark Volkmann 3/20/17 7:06 AM
Deleted: ,

Mark Volkmann 3/20/17 7:07 AM
Deleted: they over

Mark Volkmann 3/20/17 7:07 AM
Deleted:

Mark Volkmann 3/20/17 7:07 AM
Deleted: ,

Mark Volkmann 3/20/17 7:07 AM
Deleted: their