



Murrelli IP is a Boston-based African American owned intellectual property development company organized in 2009. We operate a network of website platforms, and social media destinations which provide users with essential services, income and leisure opportunities and things to do, places to go, people to know and events to know in Great Boston. A majority of our users identify as Black or African American. We target a number of population interest segments such as affordable housing consumers, creative economy and entertainment producers, diversity employers, professional and trade service providers, research study managers, entrepreneurs, tourists, residents and visitors to Greater Boston.

CORE SERVICES

- Advertising
- Job Listings Ads and warm intro candidate referral
- Event Marketing
- Black Business Directory profiles searchable by keyword
- Affordable rental apartment leads, apartment lottery leads
- Affordable condo and single-family income-restricted home resale listings
- IT Consulting in emergencies or software development
- Research study advertising and volunteer recruitment campaigns
- Tour Sales and Transportation services
- Concierge help desk for Boston visitors and residents

Murrelli IP develops and operates a number of interconnected website brands. Advertisers receive visibility in this multi-channel network and within emails to the guest lists.

ADVERTISING PRESENCE LOCATIONS

www.AboutBlackBostonOnline.com – (ABBO) MAIN brand redirects to portal site

<https://boston.blacksoftware.com> – PORTAL SITE, with the longest Google SEO index history

www.AboutBlackBoston.com –for small screen mobile users

www.AboutBlackBoston.org – provider of New England area Afro-American Site Sightseeing Tours

www.BlackBoston.com – pitched to Boston Black History interested consumers

www.MoveF.com – interfaces with domestic and international visitors at Logan Airport

www.Twitter.com/BlackBoston - a dedicated Twitter channel for the Black Boston area

www.Facebook.com/ABBINFO - placement of select content where Facebook users are

EXPERIENCE: William Murrell, founder, arrived in Boston as a computer technician. He was an Electronics Instructor with Boston Public Schools then became an entrepreneur with two computer stores and won the BEST OF BOSTON MAGAZINE award for them. He produced the GO AFRO online venue on AOL/CompuServe for American Vision magazine. It was an AfroAmerican oriented *museum without walls* with 65,000 members. For Verizon Boston, he helped deploy their first 4G LTE wireless network. His AboutBlackBostonOnline idea was a hobby until it became a business model in 2009.

Leased production office: 867 Boylston Street, 5th Floor, ideaSpace, Boston, MA 02116
refer to our invoice header to see where payments are received

OUR GOOGLE POSITIONS

Murrelli IP operated websites have earned some competitive Top Google Search Engine Index positions. Our pages appear at the top or in good positions on page one search returns.

CLIENT LIST

Allied Advertising – promotions

Brush Hill Transportation Gray Line Boston – consultant, charters, tours

Barnes and Nobles – job listings

Belmont Savings Bank – job listings

Bishoff Communications – publicity

Kelley Chunn Agency – advertisements, publicity

Boston Redevelopment Authority (BPDA) – job listings

The National Black Doll Museum of History and Culture, Inc. – consultant, tour partner

The Black Heritage Trail of New Hampshire, Inc. – consultant, tour partner

WorldTrav of Tennessee – student travel

Tufts University research teams

Massachusetts General Hospital – research study

Boston University Medical Center – the RESPECT Registry

African American Students Association at the Harvard Kennedy School

John F. Kennedy Library Foundation – recruited a Profiles in Courage judge

Wyman-Gordon Engineering Company – job openings

Sambo Okolo, CPA LLC. – business sales

Massachusetts Convention Center Authority – job openings

Talboro School District of North Carolina – provided executive airport transfers