

97.3 Wmee

Today's Best Variety

CREATING SUCCESS!

Description

I design "Integrated Marketing Solutions" that incorporate the integration of Commercial Broadcasting, Digital Elements and Promotional Events that provide my clients with a positive R.O.I.

Education and Experience:

Marketing Executive Federated Media 5 years

3R Selling Graduate 2013 / Radio Advertising Bureau Graduate

Business Marketing Degree

Testimonial

Custom Outdoor Oasis would like to extend our appreciation to Andrew Burney and the WMEE/Federated Media team for the work they have put in on our current promotion and overall marketing plan. We are a company that has been around for a while; we were just looking to take a new approach to gaining exposure. Andrew Burney was first introduced to us as a client, and from there, evolved into our marketing representative. It has been a great fit as he knows first-hand the quality of our products and what we represent. He has put together an excellent marketing campaign that reaches a very broad base, but in the end, is extremely precise in its focus. We began this process in the fall, with the understanding from Andrew, that we would really be targeting that spring market with our promotion and campaign exposure. In looking at our first quarter SEM/Google Analytics numbers, it is safe to say our approach has worked. Not only have we had increasing web traffic, we have had numerous clients call in for estimates/inquiries strictly from hearing our radio advertisements or after seeing how professional our website is and what we can offer. Our company is very diverse and it was difficult to pinpoint the exact direction we needed to take our campaign to be the most precise and effective. Andrew kept us on track while giving us the freedom to critique and learn exactly what our identity as a company needed to be. In the end, we could not be happier with the results and look forward to continuing our relationship with Andrew, WMEE and Federated Media.

Available Solutions:

Branding / Lead Generation

Commercial Broadcasting

In-stream Broadcasting

Database Programs & Promotional Events

Responsive Web Design

SEM / SEO

Custom Audience Targeting

Social Engagement

AWARDS

Super Goal /Sales Executive of the Year 2015

Media Insider National Award 2014

Impact Engine National Award 2014

Digital Corporate Award 2014 & 2015

Digital Success Sales Award – 2011

Super Goal Award - 2011

CONTACT ME TODAY!

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