

THE COMPETITIVE EDGE

AUGUST 2017
EDITION

Our Mission

To provide personalized, multi-platform marketing strategies to position our clients at the forefront in consumers' minds by engaging them with advertising that creates an emotional connection. By targeting the right mediums with timely messaging, our individualized marketing plans allow every client to focus on their business while we take care of driving results. Through research, creativity, innovation and technology, we Follow The Eyes.

The Power of Social Media by Kiley Rowe

There was a time when social media was considered by some people as a passing fad. Something that only "the kids" were using and that businesses could never actually benefit from.

Over time this has been proven wrong. As our founder, David Crnkovich, mentioned in the July 2017 newsletter, "Social Media is woven into the fabric of society and its ability to effectively reach key look-alike audiences will continue to grow." Social media provides businesses large and small with the opportunity to connect with their customers in a very interactive and effective way.

Social media generates an extensive amount of data about a business's customers in real time. Every day there are more than 4 billion likes on Facebook and 95 million photos and videos uploaded to Instagram. These numbers have the ability to tell us a lot about our clients' customers. Who are they? What are they into? What do they think about our clients' brands? Social Media Marketing is an inexpensive way to promote our client's business to the right users at the right time.

to shop, buy, and research brands. By having a strong social media presence, a business makes it much easier for their customers to find, connect, and gain interesting insight on their business. A study by The Social Habit shows 53% of Americans who interact and follow brands on social are more loyal to those brands.

Social ads offer powerful targeting capabilities that allow us to reach the ideal audience. They allow us to track and measure the performance of our ads in real time. Today, people use social media

Social media is not going away anytime soon. Customers now expect to find their favorite brands and interact with them through their favorite social apps. By using it to learn more about customers, engage with audiences, and extend our clients' reach, the benefits to social for business is limitless!



Employee Spotlight by Misty Derek

Cincinnati, OH | Director of Business Development

I am the Director of Business Development for Follow The Eyes in Cincinnati, Ohio. I have been married for 21 years and have two beautiful daughters, ages 25 and 13. Brianna, my oldest, married her husband last September. Brinly is my youngest and has made the high school soccer team for the second year in a row. We live in Northern Kentucky, just outside of Cincinnati, where we have been for the past 13 years. I love being outdoors, watching my daughter's soccer games, CrossFit and being with my family.

I have worked in media for the past 20 years. Most of my experience comes from broadcast television, though I do have experience in radio and digital media. My love of media comes from helping clients grow their businesses, meeting new people and making friends along the way.

I joined Follow The Eyes in October 2016. I love helping my clients with their entire marketing plan. The fact that I become their business partner rather than a sales person is very rewarding to me. I am constantly learning, growing, and evolving every day.



August Celebrations

Follow us on social media for fun birthday pictures!



ANNIVERSARIES

Nathan Warnecke 2 Years



BIRTHDAYS

| | |
|-----------------|------|
| David Crnkovich | 8/6 |
| Monique Myers | 8/16 |
| Adam Shrider | 8/30 |



Great things in business are never done by one person. They're done by a team of people.

—Steve Jobs

Job Openings

Business Development Directors

Must have experience in media sales. Our goal is to provide cutting-edge marketing plans for our clients. Helping them grow is our passion!

Graphic and Web Designer

If you thrive in a fast-paced environment, have a love for all things creative, and are productive in a self-starting entrepreneurial environment, then Follow The Eyes is for you! Sample projects include video, print, email marketing, digital banner ads, websites and social media. Do you have what it takes? Experience in Adobe Creative Suite is a must.

