

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.

**JULY 2017
EDITION**



2022. Are You Ready? by David Crnkovich

Trying to predict the future is dicey at best. I learned from years of forecasting weather, the best way to get a forecast right is to time-step current conditions. Let's consider how the marketing channels of today will evolve in importance in 5 years... 2022.

The surge in digital dominance of our lives will be in full swing. My ten year old will have his temporary license and he will not be watching "traditional" TV. In his eyes, it will just be video.

1. I believe social media will be the top channel. It is already woven into the fabric of society and its ability to effectively reach key look-alike audiences will continue to grow.

2. Mobile apps are expanding their daily interactions in our lives. Track your health, turn on your home alarm from Aruba, check the radar, find a restaurant, etc. There is an app for everything. Now wait until artificial intelligence (AI) steps in.
3. Mobile and desktop usage of the Internet is continuing to explode. The big telecommunication companies are at war for the privilege of delivering your data.
4. Email marketing continues to evolve in effectiveness and targeting capabilities. One can only extrapolate the internet/mobile/app convergence and expect email marketing to blossom as well. In my opinion, in 2022 these will be the key marketing channels.

So, you want to know where the "traditional" marketing channels fall? Well, time-stepping the current trends tells me television, print, terrestrial radio, and direct mail will continue to decline in importance. Direct mail is under siege from digital advertising. The main

players have already begun to sell digital advertising to maintain share. Television as we know it will be replaced by Over-The-Top (OTT) video. Broadcasters and cable entities will literally admit they are exploring life in the digitally dominated age. Print has already played their card. Online editions are all the rage. Radio has its day of reckoning at hand. The massive explosion of digital radio usage versus terrestrial has caught many off-guard. Consider iHeart; every week there is an article regarding their demise.

I'm a firm believer in making sure every penny of a client's budget is spent as effectively as possible. We spend hours at a time staring at attribution models and modeling the future campaigns to achieve this outcome. Whether you're a self-marketer or use/are an agency, you have to ask yourself, "Does this prediction reflect my current marketing investment priorities?" If not, consider investing in the channels of the future now. 2022 is right around the corner and accepting the need for change is the only way to guarantee your future relevance and revenue impact.



Employee Spotlight: Lisa Coleman

Columbus, OH | Director of Business Development

I am the Director of Business Development for Follow The Eyes in Columbus, Ohio. I have a wonderful husband of 12 years and 2 adorable sons that are 8 and 9 years old. We live in the Hilliard area of Columbus and enjoy camping, movies, cooking and traveling. My favorite hobby is Zumba! I am proud to be originally from "Wild & Wonderful" West Virginia, but have enjoyed living in Columbus now for half of my life...19 years!

I am a graduate of The Ohio State University and have been in the media profession in Columbus for 15 years. My experience is in broadcast television, cable television and digital media. I have helped numerous clients over the years tell their unique stories and increase their brand awareness with advertising.

I joined Follow The Eyes in September 2016 and have loved the transition into the agency world. It is my responsibility to develop business as well as manage our current clients in the Columbus market. As an advertising consultant and media expert, I am an extension of my clients' marketing departments... or in some cases, I AM their marketing department. Whatever my clients' needs may be, it is my role to understand, plan and execute the right media strategy to help grow their business.



July Celebrations

Follow us on social media for fun birthday pictures!



ANNIVERSARIES

Adam Sealts 2 Years



BIRTHDAYS

Kiley Dear 7/25
Geo Thornton 7/30



Make every detail perfect, and limit the number of details to perfect. ”

—Jack Dorsey,
Co-founder of
Twitter

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.

