

JULY 2018
EDITION



Our Vision
To stand out amongst our peers as the leader in comprehensive, client-centric marketing / advertising solutions.

PINPOINT ACCURACY by Adam Sealts

Over the last few years, the advertising landscape has dramatically changed. With connectivity at an all-time high and smart devices in almost every pocket, there is literally no audience that cannot be influenced through the numerous channels of digital advertising. We are seeing more businesses shift from traditional to digital marketing to take advantage of these new opportunities.

My personal journey with online advertising started in the Yellow Pages in 2001 with simple, five-page websites, placing URLs in business listings, and display ads in the printed books. Half of my customers didn't understand the importance, but they knew they needed to have a website and list it. Many business owners claimed the "Internet thing" was a fad that would go away. As time went on and capabilities expanded, display ads and SEM were offered, so we could influence people online as they search for products and services, and target users with banners using limited targeting capabilities.

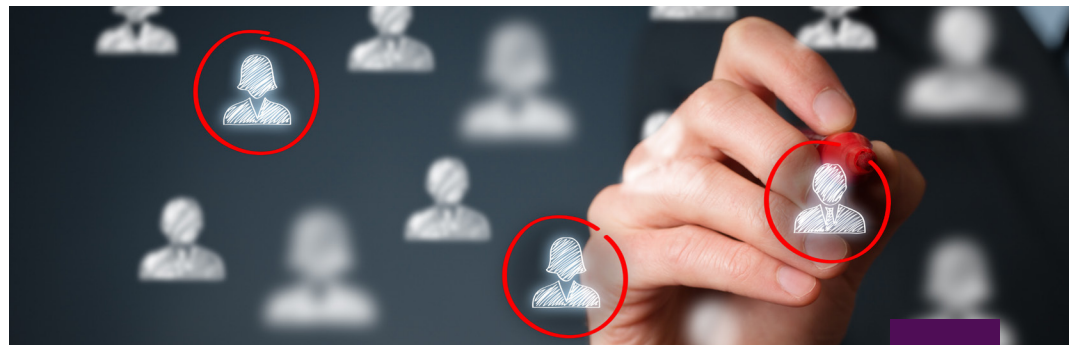
The shift was on! Big data started compiling statistics and implemented greater targeting capabilities that created refined online experiences. Ads being

shown made sense to the end user. Online ads were placed based on how consumers shopped and what their online profiles revealed. Targeting evolved from being able to target auto intenders in a DMA, to narrowing down to women 35+ with children shopping for SUVs and auto insurance that live in a specific zip code. Big data was a game changer. Marketers and businesses took advantage of its pinpoint accuracy so much that spend on digital advertising surpassed television toward the end of 2016.

Today advertising online is the norm. Capabilities keep expanding and businesses of all types are entering this arena. We are seeing everything from small businesses advertising in local markets to nontraditional advertisers selling their products across the country. Targeting has allowed one of our clients,

a 100-year-old manufacturing business that never advertised before, to gain new customers they would have never been able to reach with traditional methods. Think about that, 100 years in business and by implementing digital strategies they are picking up new customers across the nation!

These are exciting times for us as an agency. We are challenged daily to provide guidance and ensure our partners grow. Being at the forefront of digital advertising has allowed us to provide that guidance to clients we would have never imagined partnering with using traditional marketing channels. The advertising landscape has changed for the better. Who knows what will be next, but, one thing is of sure, Follow the Eyes will be right there when it happens!





Employee Spotlight: Chase Vance

Business Development Analyst

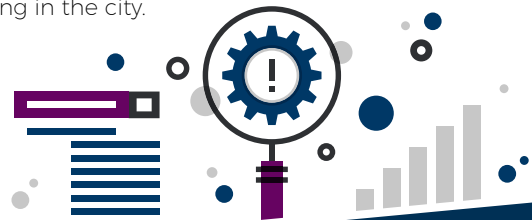
I'm Chase Vance, a fitness and health junky who carries a passion and knack for digital marketing and sales. I am the head coach for the men's soccer team at Indian Lake High School and a community philanthropist for Logan County.

My passion for marketing sprouted from a sports marketing course in high school. I had no career or college aspirations until an opportunity arose during Indian Lake High School's annual college day. I spoke with a University of Northwestern Ohio (UNOH) representative for a local D2 college soccer scholarship, and I got it! This opportunity was a true mental shift that lifted me to a new life and level of confidence. Since that day, I have accomplished so much by simply pushing my limits and striving for success at every corner. I received my bachelor's degree in marketing and business administration and a master's degree from the University of Northwestern Ohio.

I joined Quantifi Digital in August 2017, directly following the completion of my graduate degree. The SEM/Sales Analyst role was a good fit for me, and I wanted to work for a speedy agency. I favor

analytical, performance-based numbers that mean something to a company's bottom line. I enjoy this role because I have the ability to make an honest difference and impact for many local businesses and communities of all sizes. I get the best of both worlds: digital media analysis/planning, and business development/client relationships.

During my free time, I play and coach soccer, run long distances (5-10 miles), go boating/kayaking/swimming, take random car rides in the evening, grab ice cream when I feel the need to splurge, volunteer my time to the local community, listen to a lot of music of all genres and eras, visit new eateries/coffee shops, and enjoy an occasional day of shopping in the city.



July Celebrations

Follow us on social media for fun celebration pictures!



WORK ANNIVERSARIES

Adam Sealts



BIRTHDAYS

Kiley Rowe
Geo Thornton

7/25
7/30

“ Be where the world is going. ”
-Beth Comstock



Our Mission

Drive client success through measurable business goal achievement and customized pain point solutions.

