
CASSIDY ADVERTISING & CONSULTING, LLC GROWTH REPORT 2017

Warren, Ohio – January 19, 2017 – Cassidy Advertising & Consulting, LLC, a full-service advertising agency located in Howland, shares their annual growth report as they celebrate 20 years in business.

The year 2016 has been a year of grand achievement for Cassidy Advertising and has pushed the company to set even higher goals for 2017. The company contracted with their first international client, Roto Polymers, a global rotomolding resin supplier and color compound manufacturer located in 5 different countries. Cassidy Advertising was hired to rebrand this multinational company to appeal to U.S. customers—providing all aspects of marketing, advertising and public relations including a new responsive website, trade show materials, digital and in-print ads, and more.

For Cassidy Advertising, 2016 was the year of certifications! They achieved multiple recognitions throughout different avenues of marketing and advertising. The outsourced marketing directors have become a Constant Contact Partner as well as becoming Constant Contact Certified. Writing, designing, and releasing professional email blasts for their clients has always been a top recommendation to their clients, but this in-depth training course has allowed their team to stay ahead of upcoming changes in the digital marketing world. Cassidy Advertising Office Manager, Hailey Cassidy was also inducted into the elite business honor society of Beta Gamma Sigma. The Youngstown State University chapter of Beta Gamma Sigma is recognized as a ‘Highest Honors Chapter’ for its superior level of membership acceptance and Cassidy Advertising is proud to have a team member achieve such an accomplishment.

Not only did the company achieve corporate goals, but also communal goals as well. Cassidy Advertising is a rapidly growing business with a total of 6 employees and more new clients signed on in 2016 than any other year in their history. They are bringing more jobs to the area by looking at candidates and referrals from Youngstown State University. Cassidy Advertising will be at the upcoming Williamson College of Business Administration “Meet the Employers Day” to scout for potential interns or new employees upon graduation. As a rapidly growing company, job openings are developing very quickly due to the steady increase of their client base and they feel it is their duty to hire locally and/or through local universities.

Cassidy Advertising has an even brighter year coming ahead with a few announcements in store already!

“The year 2017 will be our best year ever and our whole team is very excited about our plans for the future,” says Cassidy Advertising President Laura Berena. “As a growing company, we plan on doubling our business within the next two years.”

Cassidy Advertising & Consulting, LLC is a full-service advertising agency and serves as outsourced marketing directors for local, national and international businesses. Since beginning in 1996, their area of expertise focuses on building name awareness through the formulation and facilitation of customized marketing plans perfected for the agency’s clients. Additional services include professional copywriting that creates action, graphic design services, media negotiation and placement, web design and search engine optimization, social media administration, web-based marketing, email blasts, Google AdWords buys, public relations and co-op research. The agency also tracks their clients' competition, which keeps competitors from gaining an edge.

Cassidy Advertising & Consulting’s on-site marketing consultation appointments are available seven days a week at the client’s convenience. Phone, text, Skype, FaceTime or email consultations are available 24/7.

Cassidy Advertising & Consulting is a family business, which is owned and operated by Laura Berena, President, and daughter Hailey Cassidy, Office Manager. For more information, call/text (330) 565-8193, email Lberena@cassidyadvertising.com or visit cassidyadvertising.com.

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