

CASSIDY ADVERTISING & CONSULTING, LLC ANNOUNCES NEW WEBSITE

Warren, Ohio – November 5, 2015 – Cassidy Advertising & Consulting, LLC is proud to introduce their newly designed website at cassidyadvertising.com. Their brand new website features contemporary design and navigation elements, fresh written content and several quality work examples that highlight Cassidy’s array of advertising, marketing and public relations services.

“We had a few primary goals in creating a new website,” says Laura Berena, President of Cassidy Advertising & Consulting, LLC. “We wanted to demonstrate our professional website design and copywriting capabilities, provide pertinent information about all our advertising and marketing services, and make navigating the site a fun and enjoyable experience for all our website visitors.”

Cassidy’s website includes smart, visually appealing design components and relevant content that gives visitors both aesthetics and substance. All marketing services Cassidy provides are presented on a Services page and then further explained on each service’s dedicated page. Each individual service page consists of specific service details, product options and work examples designed to inform the reader about what Cassidy offers.

To round out the content, a Clients page lists Cassidy’s diverse clientele over the nineteen years they have been in business, while the “Our Team” page displays the name, job title and photo of each member of the Cassidy staff. The educational background and job description of each staff member appears when the mouse pointer hovers over each photo.

A feature that makes this website practical is its ability to be viewed across all electronic devices connected to the Internet. “We specifically designed a site that is fully optimized on all devices: desktop computers, laptops, tablets and smartphones. This makes viewing our site easy for everyone no matter where they are,” says Berena.

Since 1996, Cassidy Advertising & Consulting, LLC has been a full service advertising agency and outsourced marketing directors for local and national businesses. Their area of expertise focuses on building name awareness through the actions of a complete and customized marketing plan formulated and facilitated for the agency’s clients. Services include marketing plans, copywriting that creates action, graphic design services, media buying and placement, web design and search engine optimization, social media marketing, web-based marketing, email blasts, Google AdWords, mobile apps, trade booths, public relations and co-op research. The agency also tracks its clients’ competition, which keeps competitors from gaining an edge.

Cassidy Advertising & Consulting’s marketing consultation appointments are available seven days a week at the client’s convenience. Phone, text, email, Skype and FaceTime consultations are available 24/7. A special scheduling option located on the right side of Cassidy’s website makes it possible to request the day, time and meeting type you wish to have with Cassidy Advertising & Consulting, LLC. Social media users can keep up-to-date with Cassidy Advertising by following the company on Twitter, Facebook, LinkedIn and Instagram.

The ad agency is locally owned and operated by Laura Berena and her daughter Hailey Cassidy. For more information, call/fax (330) 544-9996, call/text (330) 565-8193, email Lberena@cassidyadvertising.com or visit cassidyadvertising.com.

FOR FURTHER INFORMATION CONTACT:

Laura Berena - President
Cassidy Advertising & Consulting LLC
Phone/Fax: 330.544.9996
Lberena@cassidyadvertising.com
www.cassidyadvertising.com