

## **FOR IMMEDIATE RELEASE**

### **IMAGINE ADVERTISING ADDS SEVERAL NEW CAPABILITIES & A NEW WEBSITE TO REFLECT THEIR FOCUS ON OMNI-CHANNEL MARKETING ELECTRIFYING ENGAGEMENT FOR THEIR CLIENTS**

**Atlanta, Georgia – May 13, 2015**

Imagine Advertising, Inc. has announced they have added several new capabilities to help retailers and brands create and implement a true Omni-channel marketing strategy

*"Since 1997 we have been known as a leader in providing creative and print solutions to the home furnishing industry, stated Flora Stopher, Owner of Imagine Advertising & Publishing. With the huge shift in how consumers have become digital in their path to purchase, we recognized that we had to "up our game" and add service/capabilities to help our customers attract, engage and connect , with these "wired consumers" added Stopher.*

*All consumers have embraced the web and digital media as one of their primary sources to receive information about products, services and promotions. With our new suite of services we can now deliver a true Omni-channel marketing strategy, integrating traditional marketing with the web and social media, Stopher added.*

In all, Imagine has added over a dozen new capabilities to their menu of services. A few of the new services Imagine has launched are: Geomarketing, A Retail store Loyalty Card program, Online display advertising, Pay Per Click & Google Adwords management, Text marketing and more. Imagine has also enhanced their traditional marketing services with the addition of Television & Web commercials, media planning and placement; along with electronic marketing of their traditional print services. They have also added a new rug retailer marketing solution complete with retail rug websites and a full package of integrated marketing programs for rug retailers and rug brands

*Imagine Advertising, through our subsidiary Imagine Retailer.com manages over 400 furniture retailer websites and we know how successful retailer who are dialed into the internet are growing their businesses , stated Jim Spencer, CTO at Imagine Advertising. These web partners now have a complete marketing solution to promote their online presence with these new digital marketing solutions. We've spent months working on these digital platforms to insure we can integrate them with our clients and other retailers that are in need of a single source for their marketing needs, Spencer added.*

*To insure our services are the best in the industry, we've aligned ourselves with the industries best partners and have added staff to accommodate these additional capabilities, added Gregg Stopher COO & Partner. We spent months doing our due diligence to find the right companies that would work seamlessly within our ongoing business model, stated Stopher.*

Imagine's new partnerships consist of:

- **Centra360** and award winning national marketing & promotion company specializing in consumer promotions and digital marketing

- **One Loyalty Network**, a leader in retail store loyalty card programs.
- **eValue Network**, a division of OLN specializing in text MMS marketing
- **TOMA advertising** a leader in the production of Television & web video with a long successful history of planning and placing media in the Home Furnishing industry
- **RM Innovation** - the leader in rug retailing, POS and website technology
- **Napier Marketing Group** - Strategic planning, partnership creation & marketing, product placement/ integration and licensing

Imagine has launched a new website to highlight their transformation into the leading full service marketing company in the home furnishing industry under the moniker of "Electrifying Engagement". More information can be found at: [www.imagineadv.com](http://www.imagineadv.com)

### **About Imagine Advertising**

Founded in 1994, it all started at a kitchen table with an idea, to deliver a full suite of marketing services to the home furnishing industry focused on great creative and inimitable execution.

Today, Imagine Advertising employs dozens of dedicated employees that continue to support Flora's initial vision. The kitchen table is long gone, having been replaced by a 20,000 square-foot facility in the newly-formed city of Peachtree Corners, a bucolic enclave in northeast Atlanta not far from the Chattahoochee River.

Imagine Advertising is your one-stop shop for virtually all of your advertising & marketing needs. With our team of award-winning designers and writers, we can create - especially for you - unique, stand-out concepts which will help differentiate you from your competition and drive sales velocity for your brand or retail store

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