

Douglas Marketing Group Joins Automation Alley

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Detroit/Windsor, Ontario – July 30, 2018 – Douglas Marketing Group (DMG), an international marketing and communications firm with a 25-year+ history of award-winning creative initiatives for BtoB and BtoC clients in both Canada and the U.S., has joined Troy, Michigan-based [Automation Alley](#).

DMG President and Founder Kay Douglas explained the firm's interest in Automation Alley, Michigan's Industry 4.0 knowledge center and leading technology and manufacturing business association.

"The marketing industry has been dramatically disrupted by the advent of advanced digital technologies and Douglas Marketing Group has long combined online and offline strategies to maximize client communications, branding and other aspects of business and consumer outreach," Douglas said. "With an active membership in Automation Alley, we can stay on top of trends in artificial intelligence, Big Data and other emerging technologies that impact our clients and how we can best serve them."

DMG, with offices in Windsor and Detroit, was an early adopter to technology; the firm's proprietary marketing software, the [DMG Big Picture Landscape®](#) and [ROIAlly®](#), allow clients to create online accessible brand centers they can then offer as franchising and licensing opportunities, in partnership with DMG, that optimize the client's marketing return on investment. For example, DMG's "[It's In Your Jeans](#)" campaign for men's health has been used for cancer awareness and fundraising campaigns in both the U.S. and Canada.

Joe Ranck, Chief Operating Officer and an advertising industry veteran on the U.S. side, leads DMG's U.S. efforts. He noted an additional reason for joining Automation Alley.

"DMG's marketing niche is cross-border outreach that touches diverse audiences in our international region," Ranck said. "From manufacturing, specialty lubricants and technology to healthcare, hospitality and the government sector, it's important that we think broadly in terms of the U.S. and Canada and our shared interests in advancing commerce."

About Douglas Marketing Group

Celebrating more than a quarter century of providing art- and technology-infused, relationship-based marketing solutions, Douglas Marketing Group (DMG) is the visionary behind the marketing brand management software and visual roadmap, [DMG Big Picture Landscape®](#) and its companion software, [ROIAlly®](#), the strategic marketing return on investment budget tracker. With offices in Detroit, Mich., and Windsor, Ontario, the full-service marketing and communications firm brings a global view to local, regional and national campaigns and cross-border partnerships. Learn more at <http://www.experiencedmg.com>.

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