

Douglas Marketing Group named to Expertise.com list of Best Advertising Agencies in Detroit

New 2018 list identifies Top 20 Detroit-area ad agencies

Media Contact: Kay Douglas, Douglas Marketing Group; kdouglas@experiencedmg.com; 248.522.6269

Detroit/Windsor, Ontario – December 13, 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, is pleased to announce it has been included on a new list compiled by Expertise.com of the 2018 Best Advertising Agencies in Detroit, landing among the Top 20 agencies. The listing can be viewed [here](#).

The goal of Expertise.com's list is to identify the top 20 advertising firms in metro Detroit based on the following criteria:

- Reputation
- Credibility
- Experience
- Availability
- Professionalism

A long-time leader in the development of wide-reaching professional and consumer branding campaigns that include website development, online and offline advertising and messaging, public service announcements, social media, consumer product packaging design, fund development elements, cross-border audience outreach, strategic partnerships, direct mail and overall marketing strategy, DMG's bold messaging and partnership building engages target audiences to take action.

Kay Douglas, DMG founder and president, expressed gratitude for the top agency listing nod from Expertise.com.

"DMG has experienced exponential growth in 2018 so this recognition comes near the end of an exciting and productive year," Douglas said. "In the digital era, marketing and advertising have become extremely complex and multi-faceted. Given our decades-long focus on technology, we have been prepared to meet clients' changing communication and branding needs with solutions that are responsive, measurable and impactful."

Licensable marketing campaigns, combined with DMG's proprietary marketing brand management software and visual roadmap, [DMG Big Picture Landscape®](#) and its companion software, [ROIALLY®](#) to track marketing investments, have been key agency differentiators throughout the firm's 25+ year history.

"Our use of technology and intellectual property allow clients to create online accessible brand centers positioning them for franchising and licensing opportunities that optimize their marketing



WINDSOR

DOUGLAS MARKETING GROUP
4960 Walker Road, Unit 2
Windsor, Ontario N9A 6J3
P. 519.258.1858 USA. 248.522.6269

DETROIT

DOUGLAS MARKETING GROUP, LLC
10900 Harper Road, Suite 100
Detroit, Michigan 48213
P. 313.571.1858 FAX. 888.761.5164

WWW.EXPERIENCEDMG.COM
INFO@EXPERIENCEDMG.COM

return on investment,” Douglas said. “Being in the strategy business, we identified early that a technology strategy would set Douglas Marketing Group apart from other agencies, and it has.”

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>.

#



WINDSOR

DOUGLAS MARKETING GROUP
4960 Walker Road, Unit 2
Windsor, Ontario N9A 6J3
P. 519.258.1858 USA. 248.522.6269

DETROIT

DOUGLAS MARKETING GROUP, LLC
10900 Harper Road, Suite 100
Detroit, Michigan 48213
P. 313.571.1858 FAX. 888.761.5164

WWW.EXPERIENCEDMG.COM
INFO@EXPERIENCEDMG.COM