

NEWS
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Gonzberg Agency Launches GeezerAdvice®

New service allows clients to leverage experienced integrated marketing professionals without having to commit to a full-service agency contract

San Francisco, CA. June 27, 2017 – To help Chief Marketing Officers and business owners in the Small-to-Medium Business space get a leg up in integrated marketing, Gonzberg Agency, a small downtown San Francisco agency, today debuted its new consulting service: Called GeezerAdvice® the service allows client-side marketers to take advantage of the extensive integrated marketing experience of Gonzberg Agency's seasoned talent pool, without having to sign their professional lives away.

"There are a lot of variables involved, which means it takes someone who has been around the block more than a couple of times to give worthwhile pointers on the planning, production, and execution of integrated marketing" says Evan Berglund, Senior Partner at the agency, "It's not for spring chickens."

Gonzberg Agency's "Geezers" – as the consultants call themselves – have subject matter knowledge in multiple disciplines, including, but not limited to, a successful track record of strategy work for a variety of markets and target audiences. In addition, Geezers have extensive experience in leading interdisciplinary, dedicated teams, tailored to the specific needs of specific clients.

"It can be coronary inducing to manage creative talent from different fields, who all believe their specific expertise represents the most important aspect of the integrated marketing approach. It can help to have access to someone who've been there and done that a few times," continues Berglund.

Geezers' know-how and experience encompasses legacy, digital and post-digital expertise in all aspects of integrated marketing – including all the latest tools, and an extensive understanding of how to draw on target audience demographics, psychographics and sociographics.

More than a "one-off solution," GeezerAdvice® provides the capabilities and experience required to make integrated marketing easier, without forcing clients to buy more services than needed. The name not only reflects the Geezers' experience, and the standard they must meet, but also to distinguish the service from the consulting firms and agencies that typically let their most junior associates take care of SMB clients.

Additional details on Gonzberg Agency capabilities and the GeezerAdvice® service can be found on GonzbergAgency.com.

About Gonzberg Agency

Headquartered in San Francisco, CA, Gonzberg Agency is a fully Integrated market communications agency providing Advertising PR and Web Development services for the Small-to-Medium Business (SMB) sector. Originally a service of EduCel LLC, Gonzberg Agency was established as standalone entity in 2014. For more information, please visit GonzbergAgency.com.

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