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Back in May, Stacie Campbell, owner of Campbell Associates in Chubbuck, filled out a check in preparation for a donation presentation that was associated with one of her clients who raised money for the Idaho Foodbank.

SUBMITTED PHOTO

Local ad agency honored

Firm recognized by Idaho Business Review

BY TAMMY SCARDINO
CHUBBUCK
tscardino@journalnet.com

Stacie Campbell, owner of Campbell & Associates, works to ensure that her clients get the most out of their advertising dollars.

The firm was recently recognized by the Idaho Business Review as being one of the top advertising agencies and public relations firms in the state.

"We are extremely honored to have received this recognition," Campbell said. "I have worked in advertising, in one form or another, for the past 20 years. I can't imagine doing anything else. My passion is media buying ... knowing I am getting the best value from every marketing dollar is what keeps me motivated."

Contrary to common belief, Campbell indicates that television advertising does not necessarily cost a lot of money.

"We're paid through the media outlet," Campbell said. "Plus, the software I have enables me to look at the ratings and demographics for each local television station and their programming. I make sure that my clients aren't buying a packaged deal with time slots that may or may not be reaching their target audience."

Besides having a hand in developing commercials for television and radio, the seasoned advertising representative also assists business owners in creating a Facebook page, helps companies boost their online presence, upload video to the Internet, come up with graphic designs and coordinate events, among other things.

"(As a business owner), don't think that you can just open up the doors and be a success," Campbell said. "In this economy, you will be shut down within a year if you don't get your name out there."

Campbell's advice for small business owners who don't have a lot of money to spend on advertising is to join the local Chamber of Commerce group, to network accordingly and to invest in a high-

end glossy business card.

"When you're out at community events, pass out your business card with a handwritten offer they can redeem on the back of it," Campbell suggested. "You don't have to have a million dollars to get your business off of the ground. Smart marketing starts with you, and the image you create for yourself."

A surefire way to reach your target audience is to utilize social networking based websites, according to Campbell.

"It's all about social networking these days," Campbell said. "Businesses also need to have a credible and functional website up and running. People who have Smartphones are literally checking you out online, right around the corner, before making the trek to your storefront."

Campbell opened the firm in August of 2005. Some of her clients include: Big Dog Satellite, Madison Memorial Hospital, Ashley Furniture Homestore and the Pocatello Regional Airport.

For more information on Campbell & Associates, located in Chubbuck, dial 637-2363 or visit www.staciecampbell.com.