

# Spotlight On MDG Marketing Group

## A New GLBT Marketing & Advertising Agency! "Dynamic Marketing for Diverse Consumers"



**MDG Marketing Group** is a unique, full-service marketing and advertising agency specializing in targeted programs aimed at the \$600 billion gay and lesbian consumer market segment. Their personal understanding of this demographic allows them to bring unparalleled insight and knowledge to their

clients, giving their clients an invaluable look into the lifestyles of these diverse individuals.

At MDG Marketing Group, it is their objective to introduce the gay and lesbian audience to their clients in a way that reflects compassion, caring and consideration for their diversity. They believe that education is critical when considering this audience... therefore their team can help you understand the importance of this market segment's spending habits, buying power and impact on your bottom line.

In order to accomplish these goals, they've compiled a vast array of gay and lesbian-specific marketing and advertising services which include:

- Strategic Planning
- Project Management
- Market Research
- Integrated Online Advertising
- E-Mail Marketing
- Print Advertising
- Public Relations
- Graphic Design

If your company is looking to build brand awareness and loyalty within the gay and lesbian demographic, then look no further than the experts at *MDG Marketing Group...Dynamic Marketing for Diverse Consumers.*

### About Misti D. Graham, President

As President of MDG Marketing Group, Misti Graham has created a niche marketing and advertising agency focusing exclusively on the \$600 billion gay and lesbian consumer market segment. Her unique insight and familiarity of this demographic is unparalleled which allows her to bring a wealth of knowledge to each client project her agency manages.

In realizing her dream of building her own agency, Misti decided to combine both her personal life with her passion for marketing therefore making MDG Marketing Group a reality. She formed MDG Marketing Group as a way to introduce the gay and lesbian community to "Corporate America" and in doing so, is able to educate her clients on such topics as gay and lesbian buying power, economic influence, lifestyle interests and travel habits.

Misti currently resides in Phoenix, Arizona and is proudly committed to her partner, Tiffany and their family of two dogs and two cats.

If your company would like to learn more about reaching this diverse and dynamic audience, please contact Misti today at 877-282-3550 or via e-mail at [misti@mdgmarketinggroup.com](mailto:misti@mdgmarketinggroup.com).

