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DICK, JOHNSON & JEFFERSON HIRE MILESTONE FOR SOCIAL MEDIA

***Bradenton insurance firm selects Milestone Marketing Associates
to manage its Facebook-based marketing efforts***

SARASOTA, Florida (September 25, 2012)—When Bradenton-based insurance company Dick, Johnson & Jefferson, Inc. (DJ&J) recently decided to harness the power of social media, they turned to local marketing services agency Milestone Marketing Associates.

Milestone quickly responded. They set up a corporate Facebook page for DJ&J, and since the beginning of July have been creating social media content designed to inform and engage the firm's customer base.

"Social media represents a significant shift in how businesses and customers interact," says Matthew Anderson, president of Milestone Marketing Associates. "It's a critical component of any forward-looking marketing strategy, but it's also something that presents a problem for many smaller companies, due either to a lack of experience with social media, or a lack of in-house resources to tackle the job properly.

"We're thrilled that when Dick, Johnson & Jefferson recognized the potential of this new medium, they turned to us to get it done," he adds.

"Our Facebook presence gives us the ability to truly communicate with our customers, instead of simply talking *at* them," says Judy Ackles, President of DJ&J's executive board. "We couldn't be happier with how social media has worked out."

About Dick, Johnson & Jefferson, Inc.

A southwest Florida institution since 1960, Dick, Johnson & Jefferson, Inc. is an insurance agency specializing in commercial insurance, personal lines insurance, and life/health and financial services. They also service the trucking industry through W.G. Mears, Inc. The company has offices in Bradenton and Parrish, Florida. For more information, call 941-758-3861, or visit www.djjinc.com.

About Milestone Marketing Associates, Inc.

Milestone Marketing Associates is a creative communications company based in Sarasota, FL. Milestone builds brands on the web and in the real world. For more information call (941) 306-3602, email info@milestone-marketing.com, or visit www.milestone-marketing.com.

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