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Milestone Marketing Associates Launches Redesigned Website

New website emphasizes a shift in the company's focus over the last two years

SARASOTA, Florida (April 9, 2013) – Sarasota-based Milestone Marketing Associates, Inc. unveiled a brand new company website this week.

“It was definitely time for an upgrade,” says Milestone Marketing Associates president Matthew Anderson. “In the time since our last website redesign, the focus and nature of our business has shifted significantly, and we strongly feel that our website should accurately reflect what we do.”

“For example, our previous website emphasized our expertise in traditional marketing services, like PR, branding, and print collateral,” he continued. “But over the last year or so, we’ve made a strong move into the realm of digital marketing, to the point where it’s a much larger part of what we do on a day-to-day basis. More and more of our clients are demanding services like search ranking, social media management and email marketing, so we thought it would be a good idea to highlight our skills and experience in those areas.”

The new website also differs from previous versions in that it highlights the members of the Milestone team under the “Who We Are” section.

“Our team hasn’t changed much since the very beginning, and we think that kind of stability is a strength,” Anderson says. “We also feel it helps set us apart from the smaller marketing firms in the Sarasota area that just don’t have the same breadth of resources to offer their clients.”

The site also features a gallery of Milestone’s work over the past three and a half years.

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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