

Digital Marketing & Business Development Specialist MediaMark Spotlight Expands into Midwest

Pioneering “Creative Pod” Developer with Top National Clients Has Teams in Philadelphia, Dallas, Nashville, Florida and Now Midwest



South Dakota, Rapid City, Sep 1, 2021 ([IssueWire.com](https://www.issuewire.com)) - After nearly two decades of specialized digital marketing and business development in various markets, [MediaMark Spotlight](https://www.mediamarkspotlight.com) is expanding the company's footprint into the Midwestern United States with an office in southwestern South Dakota.

In a community/corporate partnership with Elevate Rapid City, MediaMark Spotlight will bring its unique and creative strategy of brand management, business development, and digital services to Rapid City and the surrounding Black Hills area. Elevate Rapid City was established in 2019 merging the Chamber of Commerce and Economic Development organizations to lead the economic development and small business efforts in the Black Hills region.

Rapid City joins Philadelphia, Dallas, Nashville, and Venice, Florida as cities in which MediaMark

Spotlight has built teams to serve its national client base.

MediaMark Spotlight's founder, **Gina Ferraro**, has worked in the marketing and advertising industry for several decades. Her entrepreneurial instincts told her to leave the traditional large city agency style and explore providing marketing services to clients based upon their needs.

As the digital boom began and gave way to multimedia and online marketing, Ferraro and MediaMark Spotlight were ahead of the curve and able to provide high-quality marketing services to a variety of underserved business clients.

"MediaMark Spotlight is excited to be working in the Rapid City market," said Ferraro. "This is a great time to be focusing on helping local industry and businesses. We can provide them the digital services that will help businesses develop an enhanced digital presence and thrive. I have always thought of our company as having big market resources with small-town values, and I look forward to working with small to mid-size companies both in Rapid City and throughout the Midwest."

A key element in MediaMark Spotlight's services is "**The Creative Pod**", a results-driven program developed by the company which provides clients with a specialized team to handle the multiple aspects of digital marketing and strategy, including video production, web development, social media, SEO research, public relations, and graphic design.

"What we do for our clients is all-encompassing, because our teams are known for coming up with the digital strategy and media content you wouldn't think of until you realize you need it," Ferraro said.

In a time where marketing agencies and specialists were focused on large coastal markets, MediaMark Spotlight has made a name for itself in specialized markets, focusing on the needs of the clients within their own economic environment. The innovative, customized, and cost-effective marketing process delivers high-impact branding and brand messaging to a diverse clientele.

The digital marketing company began in Philadelphia in 2003 and quickly gained top clients in the railroad, cable television, healthcare, pharmaceutical, electric power, and geothermal industries, among others. MediaMark Spotlight then expanded to Florida's southwest Gulf Coast region, while also gaining clients in Texas and New Jersey. The company focuses on national companies with \$10 to \$500 million in annual revenues.

MediaMark Spotlight is currently available for client consultation.

Employment opportunities for the Rapid City area will also be announced shortly.

Additional information about MediaMark Spotlight and The Creative Pod is available at <http://www.mediamarkspotlight.com>.



Media Contact

Jim DeLorenzo Public Relations

jim@jhdenterprises.com

(215) 266-5943

Source : MediaMark Spotlight

[See on IssueWire](#)