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Divorce Marketing Group Celebrates 20 Years of Leading the Way

For the past 20 years, Divorce Marketing Group has been inspiring positive changes in the divorce community, for both people going through divorce and the divorce professionals who serve them.

TORONTO, ON (March 8, 2016) — In March 2016, [Divorce Marketing Group](#) (DMG) – the only marketing agency 100% dedicated to helping family lawyers, other divorce professionals, and service providers grow their business – celebrates 20 years of helping clients gain new business while showing people how to avoid the worst pitfalls of divorce. After two decades in this niche, DMG understands the divorce market better than any other agency.

Today, DMG reaches more than 3,000,000 divorcing people with their seven websites, 10 *Divorce Guides*, and *Divorce Magazine*. They also offer *Family Lawyer Magazine*, a *Marketing Guide for Family Lawyers*, and a wide range of marketing products and services to help clients effectively stand out from their competition and reach divorcing people. They encourage their clients to take advantage of new technology and marketing tools to grow their client base – from building smartphone-friendly websites to creating video FAQs/blogs and podcasts.



CEO Dan Couvrette and V.P. Marketing Martha Chan

“We identified a group of professionals and service providers who offer invaluable products and services to those going through divorce,” said Dan Couvrette, DMG’s CEO and Founder. “This group was hugely underserved by traditional marketing agencies.”

Pioneer of Possibilities

For 20 years, DMG has been instrumental in changing how the public views divorce – from “The Divorce from Hell” to “The Good Divorce” – and how people choose and work with divorce professionals.

“Our mission has always been to inspire new possibilities for people going through divorce as well as introducing new ways for divorce professionals to market themselves,” explained Couvrette. “We accomplish this mission by having our clients offer expert advice to people in need.” In fact, DMG has encouraged their clients to offer advice and support to visitors in the form of written articles and FAQs from the beginning.

100% Dedicated to Divorcing People and Divorce Professionals

In March 1996, DMG launched its first two products – *Divorce Magazine* and DivorceMagazine.com. Today, with its wide range of products and services, DMG has a reputation for excellence in the divorce community – which includes divorcing people and divorce professionals.

“There certainly is less stigma about divorce now than there was 20 years ago, but that doesn’t lessen the trauma people continue to experience as they make the decision to divorce and go through the process,” said Couvrette. “Those who are in the position of having to go through a divorce are in need of advice and assistance from experienced divorce professionals, and many of these individuals find what they’re looking for on one of DMG’s websites or publications.”

Millions of Prospects

DMG attracts more than 3,000,000 visitors a year to their websites; these visitors come to find helpful information and advice as well as professionals who can help them resolve their divorce issues. Some DMG clients are top family lawyers in North America – many of whom have kept the agency as their go-to marketing team for more than a decade. Their clients also include mediators, business valuers, forensic accountants, CPAs, CDFAs, QDRO specialists, therapists, software developers, and CLE providers.

The World’s First “Divorce School”

DMG continues to find new and innovative ways to meet the needs of clients, readers, and visitors. This year, DMG is leading the way again by introducing [The Divorce School](#): the world’s first online learning center where divorce professionals and divorcees share their expertise and experience, in videos and podcasts, to help people make better choices before, during, and after divorce. The Divorce School offers DMG’s clients the opportunity to be featured as an authority in their fields while divorcing people get practical and transformative advice. The podcasts and videos will be available for download during the months of April and May.

“Having serviced the divorce community for 20 years, DMG is in the perfect position to assemble an extraordinary faculty of divorce professionals and divorcees across the country to help educate and transform people’s lives,” said Martha Chan, DMG’s V.P. Marketing. “The Internet provides savvy marketers unparalleled opportunities to promote their business – but those who don’t understand how to harness its power risk getting left behind. We ensure that doesn’t happen to our clients.”

Divorce Marketing Group will continue to build on past successes – leading the way with innovative products and services so clients can focus on their business knowing their marketing is well taken care of.

DMG’s \$5,000 Sweepstakes

In celebration of its 20th anniversary, DMG invites divorce professionals and service providers to learn about their products and services, join their many satisfied clients, and become a provider of valuable information through websites, social media platforms, divorce guides, magazines, videos, and podcasts.

Divorce professionals can enter the sweepstakes for a chance to win \$5,000 towards an all-inclusive Sandals Vacation by contacting DanC@DivorceMarketingGroup.com or by visiting www.DivorceMarketingGroup.com/contest.

Websites Published by Divorce Marketing Group

- FamilyLawyerMagazine.com
- DivorceMagazine.com
- DivorcedMoms.com
- TheDivorceSchool.com
- ChildrenAndDivorce.com
- MoneyAndDivorce.com
- MarriageAndSeparation.com

To learn more about how DMG helps clients grow their business, visit www.DivorceMarketingGroup.com.

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