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Flammer Relations Goes Back to Basics as Denim Marketing
Atlanta marketing firm to focus on core services with new name

CARTERSVILLE, Ga. — Carol Morgan, founder and owner of Flammer Relations, Inc., is excited to announce that her firm is now servicing accounts under the name Denim Marketing. With their new look, she and her team will focus on the core catalog of services that has earned their winning reputation, including public relations, social media, blogging, strategic marketing, promotions and content development.

Why Denim Marketing? “While our agency-client relationships may feel like a favorite pair of Saturday-morning jeans, this team is designed for performance and functionality,” said Morgan. “We generate original, quality content for a full spectrum of channels. We keep abreast of social media trends, and are willing to roll up our sleeves to get the information into the right hands.”

As a public relations and marketing practitioner for more than 20 years, Morgan has observed the growing online and offline competition for consumer attention. She understands that each company needs a compelling, consistent message across all channels, from blogs, website copy and social media to traditional news releases and promotions.

“The new name reflects both our history and our proven commitment to creating fun, engaging and effective solutions for many years to come,” said Morgan. “If you’re looking for a well-rounded team that is authentic, trusted, reliable and dependable, you’ll find it at Denim.”

Denim Marketing’s leadership includes Senior Account Manager Courtney Rogers, who has been with the agency for four years servicing many of the agency’s largest accounts. The team of seven includes content writers, public relations professionals and social media experts.

Originally founded in 1999, Flammer Relations, Inc. focused on public relations for home builders, nonprofits, construction products, manufacturers and a myriad of other products and services. The company remains the preferred fit for many clients who started with Morgan 18 years ago.

Morgan’s vision turned toward online marketing in 2005, and the agency became a pioneer in blogging and new media. This included the launch of a series of real estate blogs, among them the nationally ranked news site, Atlanta Real Estate Forum. In 2008, Morgan and a panel of experts presented the first session on social media at the International Builders Show. Later that year, Morgan partnered with Mitch Levinson to create mRELEVANCE, LLC, a company owned

by Flammer Relations, Inc., and Mitch Levinson Consulting, Inc. mRELEVANCE, LLC, allowed the companies to stand at the intersection of social media and search engine optimization and create effective marketing strategies that increased quality website traffic by 25 to 400 percent.

Morgan continued to lead the way with social media in the home building industry with the 2010 release of "Social Media for Home Builders: It's Easier Than You Think," published by BuilderBooks. Since that time, she has written two additional books, including "Social Media 3.0" in 2013.

Denim Marketing aims to be a comfortable fit for clients, where they feel respected and then know they get results. Whether stonewashed, faded or indigo blue, marketing strategies from Denim Marketing are tailored to meet each client's needs and niche. Denim Marketing can customize a schedule of services for firms of any size, providing just one or two services a month or a full slate of marketing products.

Try Denim Marketing on for size. Discover the perfect fit for your company's marketing program. For more information, visit www.denim.marketing or call 770-383-3360. Friend, fan or follow Denim Marketing on Twitter, Facebook, Instagram, YouTube and Pinterest.