Healthcare Advertising Agency Announces New Client

August 23, 2018

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The Burmeister Group, a healthcare advertising agency based in Atlanta, GA, is proud to announce their latest client, Precision Accounting Group. The agency will be providing marketing consulting, brand and strategic development, and creative services for the client. They plan to launch the client's new campaign in January 2019. Full details about the healthcare advertising services offered by The Burmeister Group can be found at https://burmeistergroup.com/healthcare-services/.

Julie Burmeister, owner and founder of The Burmeister Group, says: "We are very excited to work with the Precision Accounting Group, particularly because their focus is on dental practices. We work with businesses in the health care sector, and the Precision Accounting Group is a clear vertical of that. Through our partnership, more dental clinics will be able to take advantage of the smart services that Precision Accounting Group offers."

Precision Accounting Group was founded in 2017 and helps dental practices boost their financial performance and obtain peace of mind. Their one of a kind reports allow dental practices to fully understand the financial side of their practice and make sound business decisions. Their expert bookkeeping keeps dentists prepared for equipment loans and protected from fraud. The client currently boasts of more than 100 clients in many states in the U.S.

The members of the Burmeister Group have worked with a wide variety of health care clients. The group's client experience includes the Center for Disease Control, Mecklinburg Medical Group, Guardian Healthcare Services and more. "No one understands your primary target audience better than us," continues Julie Burmeister. "Our team is entirely female, bringing a unique perspective to your marketing efforts. We can help you determine how your brand's strengths meet the needs of today's information-seeking consumer. We'll create plans that effectively use the best traditional, digital and social tools available today. And we'll deliver executions that will build trust among consumers, creating strong brand preference for the future. We have a tremendous amount of healthcare experience. Let us put it to work for you."

At the same time, The Burmeister Group also works with the financial industry. This is one of the reasons why they have been so excited about working with Precision Accounting Group, because like them, this business spans the two key industries. According to Julie Burmeister: "Like us, the focus of Precision Accounting Group is on financials and on health. For us, this is a partnership made in heaven."

Those who have worked with The Burmeister Group have hailed them for their excellence. Pete L., for instance, says on the company's Google listing: "We thoroughly enjoyed working with Julie and her team, and I would highly recommend them. I thought the pricing was fair and transparent. The creative side equally impressive. Their responsiveness to our questions was excellent, and they definitely hit all of our deadlines. I never got the feeling we were overstepping our budget or were an imposition to them even though it wasn't the biggest project they've worked on by a long shot. It was our first major foray into internet marketing and mobile marketing and I'm glad we did it with them."

The above review showcases everything that the company stands for. Julie Burmeister continues: "We treat every client equally, regardless of their size or budget. For us, it is about improving the health care and financial sector from the perspective of advertising and marketing, using a modern approach to two of the world's oldest professions. Every client gets our full attention so that the results would be right for them. We are excited about working with Precision Accounting Group because it is quite a major project as they have no online presence yet."

It is expected that the work for Precision Accounting Group will be completed by January. Getting to that point, however, will have been a process that ensures it is fully fit for purpose. This starts with identification and discovery, which are the stages that have been completed. They are now in the brand development stage, which will be followed by the strategy development stage. After all that, the work will be implemented. Julie Burmeister explains: "With a clear strategy, we are able to determine the best ways to motivate the target audience through the creative product and media. This is the advertising that everyone sees, and it's what drives sales. And sales is what our advertising agency is all about."

Further updates on progression with Precision Accounting Group are expected to be released. Those interested in getting more information about The Burmeister Group can visit their website at https://burmeistergroup.com.

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The Burmeister Group

The Burmeister Group is an Atlanta advertising agency specializing in financial and healthcare advertising. The boutique marketing firm his know for highly creative work, smart integrated strategies and a commitment to excellence.

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