



Digital Marketing Professional Jay Vics Gets Interviewed On The Business Innovators Radio podcast

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Jay Vics, CEO, and founder of JVI Mobile Marketing, HowTo.agency, and AdvertisingGreensboro.com, recently sat down with Terry Palma, host of the Business Innovators Radio podcast to talk about the unique vision for his new podcast, Meet The (Local) Experts.

Jay Vics is a certified digital marketing professional from Greensboro, North Carolina, with almost a decade of experience in the digital marketing space. He bootstrapped his company on a shoestring budget and managed to grow it to an agency that now serves hundreds of clients all around the country offering services such as brand design & strategy, lead generation, SEO, content marketing, web design & development, and reputation management. Jay Vics helps businesses grow, double their sales, and increase customers by coaching, consulting, or actual fulfillment of the services they need.

In Jay's podcast interview on Business Innovators Radio, he talks about his love for the business by saying, "The best part about being a digital marketer is to be able to talk to people and to add value to their business. I enjoy the actual work of a digital marketer like building a logo, working on websites, running Facebook ad campaigns, and seeing small businesses like mine grow. If my clients are bigger than where I am right now, I

like to learn from them and get to where they are. As a lifelong learner, it doesn't get any better than that.?

When asked about what prompted him to start the Meet The (Local) Experts podcast, Jay says, "I've heard from so many businesses that content and video marketing is terrifying. Business owners get paralyzed with fear at the prospect of producing content. We saw a need to help business owners with content creation. At the same time, I was looking for a way to help others while promoting my own business. So I came up with the concept of a live interview about the business's expertise that is simulcast to platforms like Youtube and Facebook. It will be like a 15 to 30 minute commercial for their business. They can use it as an introduction for their services to their potential clients or they can use it however they like for promotional purposes. The only thing I ask of potential interviewees is that I get to be the host and that I get to introduce myself and my services to their listeners at the beginning and the end of the podcast. It would be a way to promote my business but also give others exposure in a way that is beneficial to everyone. I want my entire audience to know that this is the home to Meet the (Local) Experts.?"

The podcast host, Terry Palma, recognizes the utility of the Meet the (Local) Experts podcast by saying, "The final product that Jay produces brands the business owner as an expert in their field and can be posted anywhere. When someone puts the power of a brand like "Meet The (Local) Experts" behind you, doing all the work for you, there is no better way to help promote your business.?"

Jay Vics is a certified partner of DigitalMarketer, an authoritative digital marketing training company based out of Austin, Texas, and has been recognized as an Analytics & Data Specialist, Content Marketing Specialist, Customer Acquisition Specialist, Customer Value Optimization Specialist, Direct-Response Copywriting Specialist, Optimization & Testing Specialist, Social & Community Manager, Search Marketing Specialist, and Certified Digital Marketing Professional (CDMP) by them. He is also recognized as a Certified Facebook Ad Reporting Specialist by FunnelDash Academy.

Jay Vics talks about ways to reach him by saying, "Clients who want to engage and avail of our services can go to AdvertisingGreensboro.com or JVIMobile.com and fill out a form to reach out to us. You can even head over to HowTo.agency where you can find "how to" tutorials for all your marketing needs. Explore our content and contact us today to take your business to the next level.?"

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For more information about JVI Mobile Marketing, contact the company here: JVI Mobile Marketing Jay Vics 866.587.3837 jay@jvimobile.com 121 S. Elm Street Greensboro, NC 27401

JVI Mobile Marketing

We?re Obsessed with Engaging Awesome Social Relationships!

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