ADVERTISING + WEB DESIGN

DESIGN the PLANET

Design the Planet Celebrates 26 Years of Digital Marketing Innovation in Louisiana

May 11, 2026

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Design the Planet, a Louisiana-based full-service digital marketing agency, marks 26 years of helping businesses transition from traditional marketing to comprehensive digital strategies. Founded in 1998 by Adrienne Folse, the agency has evolved from one of New Orleans' first web development companies into a comprehensive digital marketing powerhouse incorporating artificial intelligence and advanced SEO techniques.

The agency's journey began when Folse, after a successful career designing tradeshow displays for regional powerhouse companies, recognized the emerging potential of digital marketing and web development. Design the Planet became one of the very first companies in New Orleans to develop websites, a move that catalyzed the agency's explosive growth and established its reputation as a digital pioneer in the region.

Over the past two and a half decades, the agency has built and marketed some of Louisiana's most recognizable brands, including Pat O'Brien's, George Rodrigue, Pellerin Milnor Corporation, Lucy's Retired Surfer Bar, and Rhodes Funeral Home. This diverse portfolio demonstrates the agency's ability to serve clients across multiple industries, from entertainment and hospitality to manufacturing and professional

services.

"When I started Design the Planet in 1998, my vision was to bring strong branding and successful marketing strategies to businesses of all sizes throughout Louisiana," said Adrienne Folse, Founder and CEO of Design the Planet. "We've witnessed the entire evolution of digital marketing, from basic websites to sophisticated AI-driven campaigns, and we've adapted our services to ensure our clients stay ahead of the curve."

The agency's comprehensive service offerings now encompass digital marketing strategy, web design, search engine optimization, online advertising, social media marketing including instagram management, branding creative, website maintenance, video production, and local SEO. This evolution from a branding company to a full-service digital agency reflects the changing needs of Louisiana businesses in an increasingly digital marketplace.

Design the Planet's approach centers on understanding each client's core values and goals, then developing tailored marketing and communication strategies to achieve sustainable growth. The agency applies advanced search engine optimization techniques, keyword-rich social media and content marketing, and targeted multi-channel digital advertising to build loyal audiences, increase leads, and drive sales for their clients.

The agency also operates Brand Constructors, a specialized division providing marketing services specifically for the construction industry, further demonstrating their commitment to serving diverse market sectors with industry-specific expertise.

As businesses continue to navigate the complexities of digital transformation, learning more about the agency and its comprehensive approach has become increasingly important for Louisiana companies seeking to establish or enhance their online presence. The agency's longevity and success stem from its commitment to staying on the leading edge of creative ideation and communication technologies while maintaining deep roots in the Louisiana business community.

Design the Planet continues to serve clients across real estate, entertainment, legal, food manufacturing, tourism, government, finance, healthcare, education, wellness, and environmental sectors. The agency remains dedicated to supporting local entrepreneurs and growing businesses throughout Louisiana with professional websites that compete effectively against national competitors and comprehensive digital marketing strategies that deliver measurable results.

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For more information about Design the Planet, contact the company here:Design the Planet Digital

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Design the Planet

Since 1998, Design the Planet has provided expert digital marketing and web design to Louisiana businesses. We deliver results-driven strategies and creative solutions that boost visibility, drive leads, and fuel sustainable growth.

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