

Design the Planet Announces Enhanced Digital Marketing Services for Louisiana Businesses Adapting to AI Technologies

June 15, 2026

METAIRIE, LA - June 15, 2026 -

Design the Planet Digital Marketing, a Louisiana-based agency with over 25 years of experience, announces the enhancement of its integrated marketing services to help regional businesses navigate the rapidly evolving digital landscape shaped by artificial intelligence and changing search technologies.

The Metairie-based agency, which has served Louisiana businesses since 1998, is expanding its service offerings to address the shifting dynamics of digital marketing as AI technologies transform how consumers search for and interact with brands online. The enhancement includes AI-optimized content strategies alongside traditional digital and print marketing solutions.

"The digital marketing landscape has transformed dramatically since we first established ourselves as a creative agency in the late 1990s," said Adrienne Folse, Owner and Managing Director of Design the Planet Digital Marketing. "While Google remains the dominant search platform, AI is fundamentally changing how

businesses need to approach their online presence. We're combining our 60 years of collective experience with cutting-edge tools to ensure our clients stay ahead of these changes."

The agency maintains expertise in both digital and traditional marketing channels, recognizing that while digital platforms dominate modern marketing, strategic print media placement remains relevant for reaching specific target audiences in Louisiana's market. The comprehensive approach includes search engine optimization, AI-optimized content creation, Google and Bing advertising, social media management, video production, and targeted print campaigns.

New Orleans area businesses have access to the agency's understanding of local market dynamics. The company incorporates Louisiana's cultural elements into marketing campaigns designed for regional audiences while maintaining professional standards for competing with national brands.

The service enhancement comes as businesses face increasing complexity in digital marketing. Search algorithms continue to evolve, social media platforms regularly update their features and requirements, and AI tools are creating new opportunities and challenges for brand visibility. Design the Planet's enhanced services provide comprehensive management across marketing channels.

The agency has adapted through various market changes, from the early days of Yahoo's dominance to Google's rise as the primary search engine, and now through the emergence of AI-powered search and content generation. This experience positions the company to guide businesses through current and future digital transformations.

Design the Planet maintains its presence on LinkedIn and other professional platforms to share insights and connect with the Louisiana business community. The agency's portfolio includes website design, brand development, marketing automation, and crisis communication support for clients requiring rapid response marketing solutions.

The company's integrated approach allows businesses to maintain consistent messaging across all channels while adapting to platform-specific requirements. This strategy addresses the need for both digital visibility and traditional marketing touchpoints in Louisiana's diverse business environment.

Founded in 1998, Design the Planet operates from Metairie, Louisiana, serving businesses throughout the state with digital marketing, web design, branding, and integrated marketing strategies. The privately held company focuses on combining creative solutions with data-driven results, helping Louisiana businesses establish and grow their market presence.

###

For more information about Design the Planet, contact the company here:Design the Planet Digital MarketingAdrienne Folse504-391-1550folse.adrienne@designtheplanet.com2313 N. Hullen St.Suite CMetairie, LA 70001

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.

Website: https://designtheplanet.com/

Email: folse.adrienne@designtheplanet.com

Phone: 504-391-1550