



LESSING FLYNN

PRESS RELEASE • For Immediate Release

Lessing-Flynn Announces Interactive Division – Names Josh Fleming Interactive Marketing Director



Des Moines, Iowa – In response to a rapidly accelerating demand for web and online advertising capabilities, Lessing-Flynn has launched a new division of the firm designed to help clients develop marketing strategies and programs using the web and other interactive technologies.

“We’ve been helping clients with websites and other online marketing tactics for several years, but as clients and marketers are looking to take more of their marketing online to help reduced marketing costs and measure their return on their marketing investment, it has become critical that we offer a more serious level of support in this area,” said Tom Flynn, President of Lessing-Flynn.

The new division will be led by Josh Fleming. Fleming has worked in interactive marketing for seven years with Dice.com and The Integer Group managing digital strategy and projects for clients. Fleming has also spent time at Gannett, Pulitzer and Tribune Publishing and graduated from the University of Missouri with a bachelor’s degree in English.

The interactive division will offer full-service interactive marketing, including web design/development, search engine optimization, online advertising, direct marketing, blog sites, social media marketing, web analytics and other services.

Founded in 1907, Lessing-Flynn is one of the oldest advertising agencies in the U.S. Lessing-Flynn’s current marketing communications efforts can be seen in a broad base of industries, including manufacturing, agriculture, financial, healthcare and construction. More information about Lessing-Flynn can be found on the company’s website at www.lessingflynn.com or via e-mail at info@lessingflynn.com.

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