

VLG Advertising named to *Inc.* 500|5,000 with 42% growth How did an ad agency in Plano, Texas grow in this terrible economy?

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Via Luna Group, Inc. (VLG Advertising) increased year-over-year revenue by 42% landing it on the prestigious Inc. 5000, a list of the nations fastest growing private companies in the United States.

While most advertising agencies experienced negative growth and layoffs over the past three years, [VLG Advertising](#) actually showed a 43% increase in new hires, increased revenue and a bulging client roster. Not bad for a company that provides business-to-business marketing services, but even more impressive because it was done during the worst recession in a generation.

“Being named to the Inc. 500|5000 is a historic milestone for our young agency,” said VLG Advertising President Pantios Manias. “This is something we’ve worked hard to achieve and a testament to the quality of VLG’s employees and customers.”

The company shuns traditional advertising agency business models to remain agile and competitive in today’s evolving marketing landscape.

“We pride ourselves on transparency,” said VLG Advertising Creative Director Michael Simmons. “From our employees to our customers we breakdown project costs, making it easier for our customers to plan, budget and ultimately calculate the return on their marketing spend.”

VLG Advertising is a known leader in the business-to-business marketing space with a focus on demand generation using its highly successful Dialogue Marketing programs. Dialogue Marketing combines traditional media like direct mail with innovative, personalized microsites. The dialogue begins when the mail recipient visits personalized URLs, triggering real-time email alerts to VLG customers’ sales team. It was this product that put VLG on the map and lead to industry-dominate growth over the past three years.

Inc. magazine ranked [VLG Advertising](#) among the top 5,000 fastest-growing companies in the United States. This places the agency in an exclusive club of overachieving private companies. The list represents the most comprehensive look at our economy’s most important segment—America’s independent-minded entrepreneurs.

VLG’s roots in technology are again on display with the release of [JumpSpark](#), a web-based software solution. This illustrates the company’s long-term focus on innovation and desire to bring powerful business-to-business marketing solutions and tools to companies from Dell, a global computing giant, to Select Premium, a mom-and-pop insurance company.

JumpSpark will be key to VLG Advertising’s continued growth in the future as the agency continues to redefine the business-to-business marketing space. Building a digital library for storing everything from large PDF documents to web content, sharing that content on a one-to-one or one-to-many basis via Twitter and Facebook is the best way to leverage your content marketing investment.

VLG Advertising

Via Luna Group, or VLG for short, is an advertising agency focused on demand generation. The company’s turnkey dialogue marketing solution melds a website, dimensional mail and real-time lead delivery to boost response and close rates for sales organizations. Formed in August 2005, VLG was bootstrapped and continues to grow as it moves into broader technical and services offerings. The agency boasts an impressive client roster that includes Dell, Ellie Mae, Experian, IBM, and Rosetta Stone.