

# MARKETING TO RURAL AMERICA.

CALLIS

## ABOUT

At Callis, we live, work and play in Missouri, surrounded by thousands of acres of America's heartland. Through our life and business experiences, we have a deep understanding of rural America, and we know how to communicate with this important and growing market.

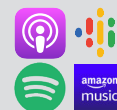
Rural America is who we are. It's where we choose to be and it's a place we love, but it's more than just a place. It's a mindset and a way of life and it's different than any other place in the world.

You see, you don't have to live in a big city to have big ideas that get big results. If you market to rural America with your products and services, and are interested in partnering with a talented team of marketing professionals who knows the rural American lifestyle inside and out, let's talk. We'll show you Midwest value(s).

INCREASE BRAND AWARENESS & MARKET SHARE • ATTRACT NEW WEBSITE VISITORS & NEW CUSTOMERS

## PODCAST

Actionable marketing insight you can apply to help you reach, connect and convert rural American consumers. Ride shotgun with host Cliff Callis as he takes you down the road to success. Listen in on your favorite podcast platform.



## Capabilities

- Marketing Solutions
- Branding
- Creative
- Web Development
- SEO
- Marketing Technology
- Media
- Video & Photography
- Digital Marketing
- Public Relations
- Social Media
- Direct Mail Marketing

## Expertise

- Agriculture
- Automotive
- Construction
- Education
- Energy
- Financial
- Health Care
- Manufacturing
- Outdoor Lifestyle
- Retail
- Senior Living
- Sporting Goods
- Technology
- Tourism

## Recognition & Awards

- International Association of Business Communicators
- American Graphic Design
- International Association of Fairs & Festivals
- National Agri-Marketing Association
- Missouri Governor's Economic Development

## Core Values

- Change is Good
- Have Fun
- Smart Decisions
- The Right People
- Trust Us
- We Care

## Partial Client List

- Arkansas Propane
- Bar C Meat Co.
- Big Rivers Forest Fire Management
- Bothwell Regional Health
- Bristol Manor
- Center for Human Services
- City of Sedalia
- Conexon
- Dugan's Paint and Flooring
- Harrison County Community Hospital
- Inter-State Studio
- MC Power
- Missouri Grown
- Missouri Propane Education & Research Council
- Missouri State Fair
- Nucor
- Parkhurst Manufacturing
- Phantom V Distillery
- RAC-JAC Properties
- Septagon Construction
- Sedalia 200 School District
- Sedalia Convention and Visitor's Bureau
- Sedalia-Pettis County Economic Development
- Tyson Foods
- Zephyr Manufacturing

## Agency Philosophy

- Understanding
- Leadership
- Professionalism
- Creativity
- Technology
- Quality

## Mission

- Lead our clients to business success

## LEADERSHIP

Cliff Callis, *Founder & CEO*

Megan Hartman, *President*

Charlyn Callis, *Vice President*

Stephanie Craig, *Director of Operations*

Dana Kelchner, *Account Supervisor*

Kyle Meek, *Digital Services Director*

## KEY FACTS

- Established in 1987
- Headquartered in Sedalia, Missouri, home of rails, trails and ragtime
- 14 Employees
- Agency Management Institute (AMI) Accredited Agency
- Google Partner
- Industry Members of NSSF, NASGW, NAFB, IAFE, NAMA
- Community Members of the Sedalia Area Chamber of Commerce
- Supporters of Economic Development Sedalia/Pettis County

## CONTACT

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## ENGAGE



**OUTthink**  
MARKETING INSIGHTS & TRENDS

www.ecallis.com