

(PRLEAP.COM) (Tucson, AZ- April 17, 2014) - GEO Advertising and Marketing, a leading Cellular Carrier Marketing firm, announced today their willingness to share 34 years of insight into the marketing strategies for meeting consumer demand in rural driven markets.

Recently featured in the Spring/Summer 2014 Edition of The CCA Voice, Lacy addresses what she sees as an ever-changing landscape in the cellular industry, as competitive carriers seeking to find innovative ways to increase sales while delivering new products and services to consumers.

"I am thrilled for the opportunity to share my knowledge with the industry that I love," said GEO Advertising and Marketing CEO, Georgia Lacy. "We will be sharing what I believe is a breakthrough in rural marketing. Most rural markets are not metered and few are tracked very efficiently. We have devised several strategies that not only prove effective for these markets, they have proven to increase ROI exponentially."

Lacy goes on to say, "The focus of our efforts is to help the consumer in these rural markets. They want value. They want a clear and concise delivery of message. They need the proper dissemination of information to make informed decisions, while simultaneously meeting their demand in these areas that they live."

Lacy founded GEO over 34 years ago, and her philosophy hasn't changed. "Prosperity depends on reliability and a solid foundation. That foundation is a marketing strategy that takes into account the rural market. By understanding the consumers unique and diverse needs in rural markets carriers and retailers will thrive," she said.

About GEO Advertising and Marketing
GEO Advertising and Marketing was founded in 1981 as a full-service advertising, marketing and public relations firm, complete with its own in-house art department. GEO has grown to become a top ranked advertising agency and marketing firm. GEO specializes in multi-communication and carrier marketing for several top tier rural marketing carriers. For more information or to request your free marketing and media analysis contact Georgia R. Lacy or Theo Serrano at 520.909.2743.