

## **Pinnacle Marketing Group Acquires Telephone Directories from Nova**

Bemidji, MN, February, 10<sup>th</sup>, 2017: Pinnacle Marketing Group, a Bemidji, MN based marketing and advertising agency, announced they have acquired certain assets of Nova Directories, a telephone directory company, located in Lancaster, WI.

This purchase creates 19 additional print publications for Pinnacle Marketing Group in six states and represents 35 communications company partnerships (telephone companies).

“Our goal is to help both small businesses and communications companies increase their marketing reach,” said Pinnacle Marketing Group CEO Shelly Geerdes.

“We ‘re excited to offer our directory services and expertise to these businesses, along with our other marketing services including social media, branding and website design.”

“This acquisition is a natural fit, as we do business in the surrounding markets,” said Geerdes. “We’re pleased to have Nova veterans Ron Martinson, Jane Schneider and Robin Rouby join our team to ensure a seamless transition, for both businesses and partnered communications companies. We look forward to working in these new markets.”

"While print directory advertising remains relevant, having access to the expanded digital advertising options provided by Pinnacle Marketing Group will help our current customers attract more sales" adds Ron Martinson, Sales Director for Nova.

Primarily focused on small business clients, Pinnacle Marketing group is a full-service agency with a team of professionals creating effective, efficient and measurable marketing campaigns. In addition to print and online directory advertising, services include social media, website design, content creation, video creation and brand development.

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