

MARKETING TO RURAL AMERICA.



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

- We tell the truth
- We honor our promises
- We hold confidences unconditionally
- We keep learning
- We run our agency in a financially responsible way
- We care for our clients' organizations as if they were our own
- We are employers of choice – attracting the best of the best
- We will leave our world better than we found it

Partial Client List

- Bar C Meat Co.
- Bothwell Regional Health
- Bristol Manor
- City of Sedalia
- Conexon
- Dugan's Paint and Flooring
- Lamy's
- MC Power
- Missouri Propane Education & Research Council
- Missouri State Fair
- NEET Archery
- Nucor
- Parkhurst Manufacturing
- RAC-JAC Properties
- Septagon Construction
- Sedalia-Pettis County Economic Development
- State Fair Community College
- Wood & Huston Bank
- Zephyr Manufacturing

Agency Philosophy

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

LEADERSHIP

Cliff Callis, *Founder & President*
James Callis, *Chief Financial Officer*
Charlyn Callis, *Vice President*
Megan Hartman, *Director of Operations*
Dana Kelchner, *Account Supervisor*
Kyle Meek, *Digital Marketing Manager*

KEY FACTS

- Established in 1987
- Headquartered in Sedalia, Missouri, home of rails, trails and ragtime
- 12 Employees
- Agency Management Institute (AMI) Accredited Agency
- Google Certified
- 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

