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## **ROSATI'S PIZZA® JOINS VECTRA DIGITAL'S GROWING CLIENT ROSTER**

*Hyper-targeted marketing tools will increase consumer sales on the Corporate and Franchise levels*

Fort Myers, FL (11/20/17): – Vectra Digital ([www.vectradigital.com](http://www.vectradigital.com)), a Fort Myers-based full-service marketing agency that uses the power of geo-targeted advertising and digital marketing to expand business opportunities for pizza chains on both the corporate and franchise level, announced it has added Rosati's Pizza as a client. Vectra Digital will implement a marketing strategy that uses geographical targeted advertising around restaurant locations to increase sales and brand awareness for Rosati's Pizza.

Vectra Digital offers many marketing solutions for restaurant companies, including search marketing, social media management, franchise management, social marketing, and full-service strategy, which is targeted to position restaurants as market leaders on multiple platforms both on and offline. Vectra Digital has experience scaling marketing efforts from one location to hundreds, and has seen growth to over 700% ROI within 6 months after running franchise search and social advertising campaigns for other national pizza chains.

“Our innovative digital marketing technologies allows for our team to identify potential new customers in a targeted radius around Rosati's restaurants, and get the branded message to those consumers,” said Matt Bernhardt, Chief Executive Officer at Vectra Digital. “Our expertise in creating brand-awareness for restaurants is done in a data-driven, cost-effective manner through hyper-targeted marketing solutions. Our growth in clients over the past few months shows the growing demand for regionalized services. We're finding that many pizza franchises want to purchase those hyper-targeted marketing solutions from a full-service agency that can provide all services directly, and our team can effectively market to, attract, and retain customers by implementing cost-effective and targeted marketing solutions.”

Vectra Digital provides national, hyper-local and global marketing solutions by combining a geographical radius with image ads, video ads and social media marketing. Vectra's strategic marketing approach enables restaurant franchises on the local and national level to use the power of geo-targeted advertising in merging traditional media and social media marketing

solutions. For more information on Vectra Digital's marketing solutions, please contact Emily Larsen at [emily@vectradigital.com](mailto:emily@vectradigital.com).

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