

STRAT PARROTT LAUNCHES DIGITAL ADVERTISING COMPANY



An entrepreneur in the Chattanooga area, Strat Parrott, has started an entirely new venture, a digital advertising company. Parrott began working for a different marketing agency several years ago and managed to keep quite a few contacts, which he is now relying on for the digital advertising company he has set up. Parrott says that the focus of the company will to help with local advertising for different businesses in and around the area of Chattanooga. He is hoping to generally expand the company within the next few months and has set plenty of goals for himself and for the advertising company. Parrott is considered young in the world of advertising as he is only 27 years old. Parrott started working for a printing company and when he started the job, he believed he would have the position for quite a while, at least for two decades. However, he ended up being laid off and that is when he came up with the idea to create TheJuncture.com, which was developed by Parrott approximately three years ago. Parrott used his last paycheck from the company that laid him off and put it toward filing out the LCC papers and getting freelancers on board with him. It took time and effort and was quite a process but he was able to build his company. Just a few weeks prior, Parrott released the launch of his new company, named Visoqu. The company works on providing digital advertising to local businesses in the Chattanooga area for an assortment of different companies in the area. There are many businesses that run out of Chattanooga, which includes Good Dog and The Concierge Office Suites. These two businesses have actually started advertising with Visoqu and have several digital billboards set up in different areas. The billboards for these businesses are strategically placed in locations that are full of plenty of traffic and local residents. The point of this is to make sure that people actually see the billboards and take notice to the businesses, helping them to ultimately get more clients. Digital billboard advertisements will also soon be coming to different hotels in the area, which is a great way of reaching tourists that come to visit Chattanooga. Parrott says that he does not place advertisements for large brands. Instead, he wants to keep everything local. He wants to help the businesses and companies in Chattanooga, making sure that they can thrive, even while the United States in a recovery period after dealing with such a recession. Parrott says that advertisements are sold at an affordable rate and the company he has launched ensures that businesses and companies will have success when relying on this form of local advertising.

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