

# Meet Patti Seigel

## Route 422 Business Advisor Advertising Manager



I enjoy working with a multitude of businesses throughout the region each month, and I get to see how our combination of advertising and editorial can have an impact, as I have watched these businesses thrive when they have effectively integrated our magazine into their marketing strategy.

Personally, I thrive on the inter-personal communications, and it is rewarding to see these businesses grow.

Please feel free to call me at 610.323.6253 to learn how you can take advantage of our publication.



### PATRIOT PEST SOLUTIONS

*"The 422 Business Advisor is a great way to stay connected to the community. When we first started Patriot Pest Solutions ten years ago, Patti and Bill were invaluable in the initial stages of our business. We were able to start advertising at a budget that was doable at the time. As we have evolved over the years, it has been a terrific way to inform the Route 422 Business Advisor readers of the latest pest issues in the area. The Route 422 Business Advisor has become a staple in the region for local businesses!"* – Denice Harrison  
#Patriot Pest Solutions



*"Being on the cover of the Route 422 Business Advisor has been a fantastic marketing opportunity for us! We have made some significant changes to our office, and we wanted fellow business owners and the rest of the community to know about our growing business. We received numerous calls, emails, and texts from friends, family, patients and business acquaintances congratulating us on how much they enjoyed and appreciated the cover story!"* – Dr. Rod Gabel,  
Yucha Medical Pain Management & Chiropractic Rehabilitation



### AMITY DIGITAL

*"It (cover story) was a great experience and we have gotten a lot of phone calls from the exposure. From a marketing perspective the story was great for two reasons. It got us some terrific exposure which led to phone calls and quote requests. That's the short-term goal you would hope for and expect from this kind of exposure. The second and hopefully longer lasting benefit is the validation it can bring. It's easy for us to tell you we are experts at what we do and that we can help grow your business online, it's an entirely different thing when someone else does the research and writes a story telling the world the same exact thing."* – Brian Welch, Partner, Amity Digital

## ROUTE 422 BUSINESS ADVISOR



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