

# FUEL LINES

Fueling Ad Agency New Business Through Social Media

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## Off Madison Ave - Agency Blog of the Month



**Off Madison Ave**, Tempe, AZ was selected by FUEL LINE readers as the Agency Blog of the Month for September. Out of nine agency blogs, Off Madison Ave received over 50% of the 222 votes casts.

Three things you should know about Off Madison Ave:

1. David Anderson and Roger Hurni started the agency 1998 in Roger's garage. From two guys in a garage, the Off Madison Ave team has grown to a staff of 60. Mighty Interactive, a digital agency, was added in 2005.
2. Today, they generate approximately **5 solid inbound leads every day** via search marketing, their blog, email newsletter, and Webinar series.
3. This is the only business development effort for the agency.

### AGENCY BLOG OF THE MONTH



Blog of the Month [SUBMIT](#) your agency's blog

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### MICHAEL GASS



Welcome to my blog, FUEL LINES: tips, tactics, trends, talent and tools for ad agency new business.

*The best business development practices that create a more clearly defined focus and differentiating business strategy for small-to midsize agencies.*