

## **Automotive Advertising Agency Launches SEO SEM Marketing Search Subsidiary**

*[Moore And Scarry's](#) new subsidiary “Dygen” adds SEO SEM marketing capabilities back to the automotive advertising agency's suite of services, making it a one-stop-shop for traditional and digital marketing solutions.*

Fort Myers, FL ([PRWEB](#)) December 01, 2015 -- Moore & Scarry Advertising brings Digital Search capabilities back in house, giving the automotive agency a full suite of traditional and digital marketing solutions.

This move, which has allowed Moore & Scarry to return to the leading edge of digital advertising, follows the creation of a new subsidiary called “Dygen”, a creative technology company which will be responsible for the agency’s SEO and SEM-related marketing activities.

Designed to answer the “tradigital” (traditional/digital) needs of Moore & Scarry’s automotive clients, Dygen also handles the agency’s Pre-Roll Digital Video Service, which delivers online videos to a granulated and targeted audience.

Crucially, Moore & Scarry has merged Dygen’s technical expertise with the agency’s existing creative capabilities to elevate traditional SEM to a higher level that speaks more directly to consumers.

“Everyone has technology these days but with Dygen, we’re putting creative back into Search Engine Marketing,” explained Dygen Co-Founder and Moore & Scarry Partner Tom Kerr.

Key to Dygen’s digital search offering is the appointment of two experienced SEO SEM marketing specialists who will oversee the agency’s digital search activities.

Vanessa Anderson has been appointed Manager of Dygen’s SEM Division. A Mass Communications graduate of USF with 8 years of advertising experience, Anderson also holds certifications in Google AdWords, Google Analytics & Bing. Prior to moving to Dygen, she held the position of Digital Advisor with AutoTrader.

Damian Sanchez has been appointed to Manager of Dygen’s SEM Operations. Another Google AdWords and Analytics-certified former AutoTrader employee, Sanchez will handle the technology and operations side of the new business.

Said Dygen Co-Founder and Moore & Scarry Partner Paul Caldwell: “With Dygen, we’re back in the search business – and we can now offer dealerships a more effective search strategy than ever before. He also noted that the strategic move makes Moore & Scarry “an official one-stop-shop for automotive advertising.”

“In the past, digital marketing was generally viewed as a separate entity from traditional advertising, but with Dygen, we now have a platform that is the most suited to handle an auto dealer’s “tradigital” needs.”

### [About Moore & Scarry Advertising](#)

Moore & Scarry Advertising is the nation’s third largest automotive advertising agency. Innovation, bright minds and a lot of hard work have made Moore & Scarry Advertising one of the fastest-growing automotive advertising agencies in the nation. Moore & Scarry Advertising represents over 200 automobile dealers,



including the vast majority of domestic and international manufacturers, and dealerships of all types and sizes, including numerous Automotive News Top 125 Dealer Groups. The agency has offices in Fort Myers, Florida and Denver, Colorado.

#### [About DYGEN](#)

Dygen is a full-service creative technology company built for the automotive industry.

Through a unique combination of advertising technology and creative capabilities, Dygen empowers some of the world's most successful automotive groups and dealerships to thrive in today's online marketplace.



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