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COMMUNICATIONS GROUP WELCOMES REGIONAL RETAIL OUTLET AS NEWEST AG CLIENT



The Communications Group welcomes Farmers' Association as the agency's newest agriculture client.

LITTLE ROCK, Ark. (February 15, 2023) – [The Communications Group](#) (ComGroup), a full-service [marketing](#) and [PR](#) firm based in Little Rock, is welcoming [Farmers' Association](#) as the agency's newest addition to its [agriculture](#) client portfolio.

"We're proud to welcome Farmers' Association as a client and to bring more awareness to their brand," said [Dan Cowling](#), ComGroup Founder and President. "We've served the ag industry for over three decades and are thankful Farmers' Association recognizes our agency's unique understanding and capabilities to meet their needs."

Farmers' Association hired ComGroup as its agency of record to build a [new website](#) for the 75-year-old company to attract new demographics and better serve existing customers with improved e-commerce functionality and mobile-friendly features. The agency will also add shopping capabilities to the website and regularly analyze and report on website performance.

"Working with The Communications Group has been a pleasant experience," said Farmers' Association CEO Danny Naegle. "I like the progression from the presentation of our needs, recommendations, price quote, timeline and the easy access to discuss any issues and recommendations. I always know where we are at on this project."

This partnership adds to ComGroup's growing ag portfolio which continues to be leveraged as one of the firm's primary strengths and areas of expertise. ComGroup's work experience in the ag industry spans multiple decades, uniquely positioning the firm in consulting with ag clients.

Learn more about ComGroup's work with clients in the agriculture industry [here](#) or by visiting [ComGroup.com](#).

About The Communications Group

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and Europe with data-driven strategic research and planning, multi-channel implementation and responsive monitoring in agriculture, business-to-business, health care, and outreach and education sectors. More at ComGroup.com.