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**Viamark Wilmington, NC Owners Bea Raybourne & Gayle Brown Buy  
Viamark Charleston, SC  
Newly Expanded Two-state Ad Agency Becomes Viamark Carolinas**

CHARLESTON, SC *October 18, 2016* — After more than a decade of providing full-service “tradigital” advertising and marketing services, Viamark Franchise owners Bea Raybourne and Gayle Brown have not only re-signed with Viamark Advertising for the Wilmington market, but they have also invested in the Charleston, SC franchise territory. With a growing portfolio of clients already located throughout the South Carolina



Lowcountry, this expansion now rebrands the Wilmington agency as “Viamark Carolinas”.

“This step just made sense for us,” says Gayle Brown, Vice President of Viamark Carolinas. “Our existing clients in the area, love for the Lowcountry, and passion for our clients and their advertising, all led us to this expansion. We are thrilled to explore new opportunities and assist Charleston businesses in reaching their full potential through our proprietary systems and services.”

As Viamark Carolinas ventures beyond Wilmington, the Port City remains a powerful focus point for growth. According to the *Post and Courier* this past March, Coastal South Carolina saw some of the fastest population growth in the nation last year, and the three most rapidly growing metropolitan areas on the U.S. Atlantic Coast were all in the Palmetto State for the third consecutive year.

“Our plan is to expand both markets, while we maintain and nurture our existing client relationships,” says President of Viamark Carolinas, Bea Raybourne. “With a presence in both markets, we see incredible growth potential and exciting new opportunities with new clients, and an expanding staff.”



The marketing duo plans to open an office in Charleston with an account executive that will cultivate new accounts, as they continue to manage existing client relationships.

Viamark Carolinas offers full-service, professional advertising, digital marketing, merchandising, and public relations services to the automotive, telecommunications, medical, education, retail, and real estate sectors.

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