



The Art of Business

Research, Strategy... Then Create.

BlaineTurner Advertising (BTA) is a strategic marketing agency that helps organizations communicate clearly, connect with the right audiences, and achieve measurable results. Research-led and grounded in audience insights, BTA develops strategic campaigns designed to move the needle and make an impact.

We're a team of strategists, creatives, and technical experts working together to deliver results.

BTA Core Values:

Do What's Right

Perform **Beyond Expectations**

Encourage and Celebrate Be **Accountable**

Play to Win and **Transparent**

Continuously Improve and Innovate

Who We Help

We have built lasting partnerships across various industries, including tourism, healthcare, manufacturing, and retail.

What sets us apart is our ability to adapt—supporting clients through ever-evolving landscapes by acting as a flexible, collaborative extension of their marketing teams.



Key Facts and Associations

- ★ Established in 1986
- ★ Headquartered in Morgantown, West Virginia
- ★ Agency Management Institute (AMI) Accredited Agency
- ★ SharpSpring Silver Certified Agency Partner (Marketing Automation/Lead Generation)
- ★ Society for Healthcare Strategy & Marketing Development (SHSMD) Member
- ★ Morgantown Area Partnership Member
- ★ Harrison County Chamber of Commerce Member

Some of Our Clients



VISIT MOUNTAINEER COUNTRY.COM™



WV HEALTH AFFAIRS INSTITUTE

What We Do

- Brand and Marketing Strategy
- Research and Audience Insights
- Creative and Campaign Development
- Video and Content Production
- Digital Marketing and Social Media
- Website Design, Development and Optimization
- Public Relations and Community Engagement
- Events and Experiential Support
- Promotional and Branded Materials



Contact

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Leadership

Sarah Rogers, MBA, President and CEO

Stephen Rogers, MBA, Vice President

Syd Webb, PhD, Senior Content Strategy and Research Director

Galen Shaffer, Art Director and Media Specialist