Studio Edge – Riding the Next Wave of Brand Advertising by Brandefined

Brandesign works with small-to-medium-size businesses to formulate and develop their brand images for online marketing and advertising. Based outside of Portland, Oregon, Brandesign employs knowledgeable professionals in brand development strategy, including those certified in social media advertising programs such as Facebook’s Studio Edge.

Studio Edge is a collaborative marketing and advertising program offered to select advertising agencies utilizing Facebook’s social media platform. The program enables advertising agencies that have demonstrated significant marketing success for their clients through Facebook to become certified in the social media giant’s marketing platform tools. In addition, Studio Edge participants have the opportunity to showcase their current advertising campaigns as case studies and to both share and learn marketing strategies with and from other successful advertisers on Facebook.

Company brand advertising in the digital age demands full usage of different social media platforms such as Facebook, [Twitter](http://www.twitter.com), and Google+. Becoming certified in each of these online marketing platforms enables advertising agencies that wish to stay ahead of the curve to gain the knowledge and expertise needed to help clients better develop their own branding and stand out from their competitors.