



## **Beckerman acquires Chicago Digital agency**

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New York, NY Beckerman, a marketing and public relations agency, and parent company of Beckerman PR, Antenna, Eco Branding and Paul & Zakheim Associates, has acquired Chicago Digital, a digital marketing agency. Chicago Digital brings expertise in innovative digital and online solutions.

“Expanding our offerings means that we can deliver an even greater variety of services under one umbrella, ensuring a more seamless and streamlined experience for our clients,” said Keith Zakheim, CEO of Beckerman. “Building teams with domain and service area expertise has been the cornerstone of our success, and the addition of Chicago Digital is consistent with that brand promise.”

The team at Chicago Digital has years of demonstrated success at executing innovative digital marketing campaigns for hundreds of clients.”

Chicago Digital offers a wide range of creative services, including web design and development, branding, marketing collateral design, search engine optimization, conversion optimization, inbound marketing and social media, among others.

“The team at Chicago Digital is thrilled to be joining the Beckerman family. The acquisition brings together two leading agencies whose shared core business values include delivering results-driven campaigns and providing a great customer experience. We know that our clients and employees will derive immediate value from our collaboration with Beckerman, and we are confident that our digital marketing and creative services will benefit Beckerman’s existing clients as well,” said Mike Sallander, President and Co-Founder of Chicago Digital.

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