



Advice Local Wins 2018 W3 Integrated Campaign Award for Head Lice Awareness in the DFW Area

Advice Local, a leader in local presence management from McKinney, Texas, was granted the 2018 W3 Award for their integrated campaign work “Lice Treatment Resource Center.”

DALLAS, Dec. 20, 2018 /PRNewswire-iReach/ -- Award-winning [local presence management and SEO company Advice Local](#) is excited to announce that they have been recognized by W3 for their integrated campaign, tailor-made for one of their Dallas-Fort Worth clients. The campaign, “Lice Treatment Resource Center,” was crafted around the idea of helping the local community deal with head lice promptly, efficiently and anonymously.

The DFW area is known for its super lice outbreaks. Unfortunately, lice is something that parents, teachers and even kids are often ashamed of. This leads to epidemics that would have been otherwise preventable had they been shared with the community faster.

As part of the DFW community, the team at Advice Local was aware of the issues residents of the area face when it comes to a pest like head lice. Committed to always lending a helping hand, they developed the [Lice Treatment Resource Center](#), a website aimed to educate and provide helpful resources to parents, teachers and school nurses.

As part of the integrated campaign, Advice Local developed a Lice Tracker – the perfect way for parents, teachers and nurses to stay informed of any lice outbreaks in their school district. Additionally, the Lice Tracker lets users make anonymous head lice reports, helping avoid a bigger problem.

To further educate the school districts on both the launch of the Lice Treatment Resource Center and the Lice Tracker, the team at Advice Local mailed out an educational infographic to over 1,650 schools in the region.

In regard to the work done for this integrated campaign, Bernadette Coleman, CEO of Advice Local, said, “I’m proud of the hard work and results of the Lice Treatment Resource Center. Furthering the awareness on head lice and providing education on such an important topic is essential to the community, to us and to our clients.”

The Advice Local office is based in McKinney, Texas and covers all of the bases in terms of local presence management, search engine optimization and more for local businesses, brands and franchises. To learn more about Advice Local and how to become a partner, visit AdviceLocal.com.

For press inquiries, contact Bernadette Coleman at 214-310-1356.

About Advice Interactive Group:

Advice Interactive Group is a local search technology and digital marketing solution provider. More than 300,000 businesses around the web use Advice Local’s local presence management solution to take control of their data, keep their location information current, optimize and syndicate their business profiles. This drives face-to-face and digital interactions intended to boost customer engagement, build audiences, and increase sales through an all-inclusive, white-labeled SaaS-based dashboard and marketing platform.

Based in the Dallas/Fort Worth area with more than 70 employees, Advice has been recognized as one of the SMU COX Dallas 100TM, is a three-time Inc. 500 Company, and recently picked up an Internet Marketing Association Award.

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