Hangout Creative Group, LLC

Owners: Blake Blackburn and Joel Nivens

Hangout Creative, LLC, a marketing company that strives to help small business owners utilize web and smart phone based marketing services in order to build a community around the business. Other supplementary services they offer include print advertising, graphic design, web design and branding.

While many small businesses spend money on marketing, its efforts fall short due to lack of training, formal marketing education and expertise.

Hangout Creative’s goal is to educate and train small business owners in the field of marketing while managing its online presence. In doing so Hangout Creative keeps open lines of communication with owners 24/7 and is free to meet the needs of its clients at any time.

Blake and Joel wanted to start their own business to gain work experience. “With the tough job market in the marketing industry we decided we wanted to not only gain marketing experience but also to learn how to start our own business,” Blackburn said.

After running social media campaigns for a few businesses in Bowling Green Blackburn and Nivens realized there was a need that they could fill. “Many business owners in the area want to use social media,” said Blackburn, “but they do not understand how to effectively manage the accounts or do not have the time to invest.”

Blackburn and Nivens are leaning that it takes more to operate a business than just understanding the services that they offer. “It takes a lot of work to get something started from scratch,” Nivens said. “While we understand the services that we sell, there are so many things that I am learning about the administrative side of owning a business.”