



Influencing what the industry talks about



William Mills Agency is the nation's foremost public relations firm in the financial industry. The founders and owners of the Atlanta-based agency recognized a need for a specialized public relations and marketing firm focusing exclusively on the financial industry. Since 1977, the agency has worked with more than 500 organizations.

William Mills Agency's experience comes specifically from working with financial institutions, lenders and companies that provide technologies and services to commercial banks, credit unions, mortgage lenders, payments, insurance providers, investment and other financial solution providers. The company offers four specialized services: Public Relations, Marketing Services, Content Marketing and Crisis Communications to provide complete and comprehensive support for clients in the financial industry. William Mills Agency works with companies ranging from start-ups to multi-national enterprises to secure superior coverage in the media and gain access to their key prospects. Effective and consistent press coverage builds brand awareness and enables clients to communicate their own stories and value propositions in the most influential segments of the financial industry.

Clients enlist the company's services because of its strong and lasting relationships with financial media and its vast knowledge and experience in dealing with the financial industry as well as business to consumer for the last four decades. Clients are freed from the task of educating the agency and quickly see results because of the company's long-standing reputation and relationships with editors and reporters that cover the financial industry.

Companies using William Mills Agency's services today are benefiting from the increased exposure and awareness that establishes their executives as industry experts and generates increased sales opportunities. For more information call 678-781-7200 or e-mail us at info@williammills.com.

About

William Mills Agency is the nation's foremost independent public relations firm in the financial services industry. For over four decades, the agency has worked with more than 500 organizations. The company's experience comes from working with financial institutions, lenders and companies that provide technologies and services to commercial banks, credit unions, mortgage lenders, payments, mobile banking, insurance providers, investment and other financial solution providers. William Mills Agency knows and understands the financial industry, its products and services. The company also has detailed knowledge and experience working with a wide variety of industry trade media as well as business to consumer.

William Mills Agency is a privately-held, family business.

Key Executives

Eloise Mills, Chairman of the Board
William Mills III, CEO
Scott Mills, President

Media Contact

Joelle Johnson
Joelle@williammills.com
770-789-8328

Headquarters

Atlanta, GA

Website

www.williammills.com

Social Media



Services

Public Relations:

William Mills Agency's Public Relations helps clients communicate their value proposition to the key influencers within their industry. The company strongly believes in serving the media as well as its clients in order to create mutually beneficial relationships. William Mills Agency ensures clients' brands are consistently, properly, and accurately represented within the marketplace.

Content Marketing:

Our content marketing programs create compelling content to attract prospects to our clients' websites through an integrated process that leverages SEO, blogging, white papers and ebooks, and social media. William Mills Agency is a HubSpot certified agency partner and provides full support services for HubSpot Fact Sheet clients, including system set-up, building of landing pages, posting of social media, constructing automated lead nurturing workflows, creating outbound email campaigns, and monitoring program performance.

Marketing:

William Mills Agency's Marketing Services provides marketing and creative solutions for a wide variety of organizations. From technology start-ups to multinational public companies, the agency works to create the most effective marketing solutions, including corporate branding, identity development, website design and construction, sales materials, lead generation programs, events and social media.

Crisis Communication:

William Mills Agency's Crisis Communications professionals work with client's management teams, legal counsel, and communications groups to create and execute the right response for any adverse situation. The agency has counseled clients and protected their reputations through a wide variety of events including litigation, compromised data, security breaches, M&A, leveraged buyouts, and more.

Executive Biography

William Mills III

Chief Executive Officer



William Mills III is Chief Executive Officer and is a recognized leader in financial and technology marketing. He has been with the agency for over 35 years and serves as lead consultant for the agency's clients. William has personally advised more than 300 chief executives on marketing strategy, business development, mergers and acquisitions, company branding and public relations. Other responsibilities include agency financial management, client consulting and leading business development for the agency.

Topics of Expertise

- Consulting Executive
- Corporate Strategy
- Mergers and Acquisitions
- Sales and Marketing
- Crisis Communication

In addition to serving on the board of the William Mills Agency, the Advisory board of Atlanta-based mobile commerce company Sionic Mobile and the Executive Committee of Florida State University College of Communications & Information's Advisory board, William has served on the advisory board of Los Angeles-based SportsBlast and on the board of directors for Beacon Software and Click Tactics. He has been quoted in The Wall Street Journal, USA Today, and Entrepreneur magazine and his writings have appeared in a variety of publications. He has been a speaker at financial conferences including the Association for Financial Technology, Mortgage Bankers Association of America, Community Bankers Association of Georgia, Community Bankers Association of Alabama, The Lenders One Member Conference and at various colleges and universities.

William received his Bachelor of Arts degree in communication from Florida State University. A Georgia native, he resides in Atlanta with his wife and is the father of two daughters and one granddaughter. William is an active musician, a runner, participates in community organizations and is a foster parent for children prior to their adoption.

Executive Biography

Scott Mills, APR

President



Scott Mills is President of William Mills Agency. He is responsible for guiding the account teams, monitoring tactical activities as they relate to the strategic plan, day-to-day management of the agency and customer service. Since joining the agency in 1989, he has worked in both creative services and client relations.

Scott is also the editor of Bankers As Buyers, an annual guide to technologies and spending trends in the financial services industry.

Topics of Expertise

- Media Relations
- Strategic Public Relations Programs
- Bank Technology Spending Trends

Prior to joining the agency, Scott worked in the entertainment industry for WEKS-FM, WEA (record distribution) and WKLS-FM. He earned a Bachelor of Science degree from Georgia State University. Currently, Scott is on the board of directors of the Association for Financial Technology (AFT) and TAG Fintech. Scott is accredited in Public Relations through the Public Relations Society of America.