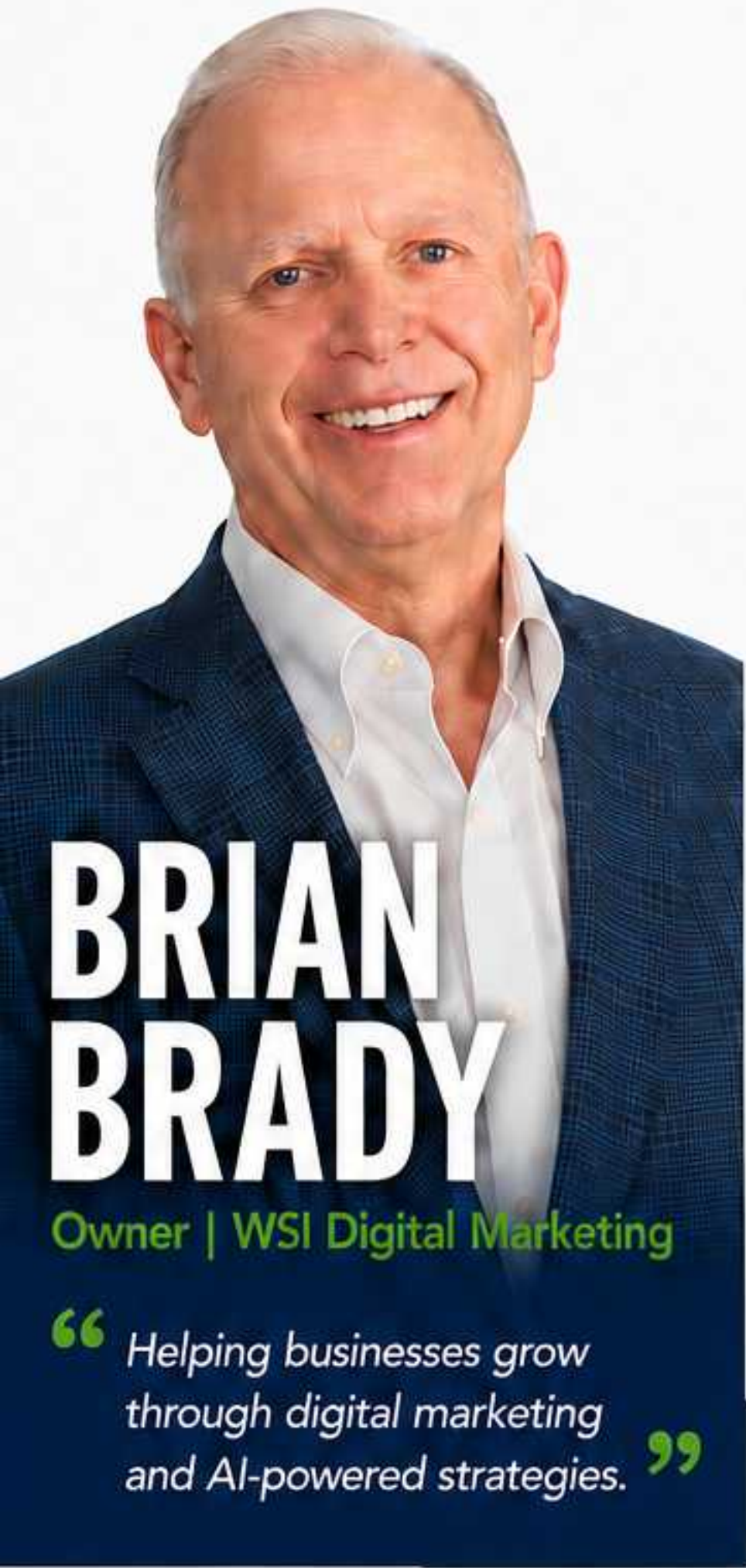




BRIAN
BRADY

Owner | WSI Digital Marketing

“Helping businesses grow through digital marketing and AI-powered strategies.”



Brian Brady | WSI Digital Marketing | b.brady@wsiworld.com

DIGITAL STRATEGIES. REAL BUSINESS GROWTH.

WSI Digital Marketing helps home builders, contractors, suppliers, and service companies attract more qualified leads, strengthen their online presence, and leverage emerging AI technologies to gain a competitive advantage.



Based in Vienna, West Virginia, Brian’s local WSI agency is part of a global digital marketing network that has been helping businesses grow since 1995—long before Google existed. We work with organizations throughout West Virginia, Ohio, and beyond to create practical strategies that drive measurable business results.

OUR SERVICES



AI Readiness Assessments and AI Adoption Roadmaps



AI Training and Workforce Education through WSI AI Campus



Business Strategy and Growth Planning



Website Design and Development



Search Engine Optimization (SEO) and AI Search Optimization



Google Business Profile Optimization



Google and Social Media Advertising



Lead Generation and Marketing Automation



Content Marketing and Email Marketing



Analytics, Reporting, and Conversion Optimization



Whether you’re looking to generate more leads, improve your website, increase visibility in Google and AI search platforms, or develop a practical AI strategy for your business, WSI can help.



HOW DID YOU GET YOUR IDEA OR CONCEPT FOR YOUR BUSINESS?

After serving in the Navy Reserves for 35 years and the Department of Treasury for 21 years, I decided to start my own business. I’ve always wanted to work for myself dating back to my time as a hotel general manager in Oak Ridge, TN.

WSI is a franchise organization. I started working with a franchise consultant in late 2022 and went through a review of several different types of business before settling on WSI. My main criteria was no brick and mortar, no employees (yet) and a consulting type of business. WSI fit the bill.



ONE PIECE OF ADVICE FOR SOMEONE STARTING THEIR BUSINESS?

Develop a marketing and lead generation plan and a budget. Review your P&L’s compared to your plan on a regular basis. Take advantage of the resources in the State and your local HBA.



WHY DID YOU JOIN THE HOMEBUILDERS ASSOCIATION? WHAT ATTRACTED YOU?

I joined the Home Builders Association to build relationships with the builders, contractors, suppliers, and service providers in our region. Many of these businesses are facing new opportunities and challenges related to marketing, lead generation, and AI, and I wanted to be part of an organization that supports their success.

What attracted me most was the quality of the membership. I knew a little bit about the organization through a friend, member and board member and it felt like a natural fit for both my business and my desire to help local companies grow. The HBA brings together hardworking business owners who value professionalism, craftsmanship, and community involvement.



DO YOU WORK WITH OTHER HBA MEMBERS?

I’m still relatively new to the Home Builder’s Association of the Mid-Ohio Valley, and am in conversation with them to update their website. I’m hoping and planning to participate in more regional, State and possibly national events.



LET’S GROW YOUR BUSINESS TOGETHER.



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STRATEGY. TECHNOLOGY. SUCCESS. THAT’S THE WSI WAY.