

Published based on [Think All That Advertising Around Knoxville is the Same? Think Again](#)

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Thinking about starting an advertising agency in Knoxville, or just working with one? There are a few things you need to know if you're going to get into the advertising business in Tennessee, or even if you're just a prospective client --- a business thinking about hiring one of the many advertising firms in Knoxville. Read on for our tips.

#4 --- It's All About Competition for Advertising Agencies in Knoxville.

With the entire area around Knoxville making up more than 1 million people, the area isn't exactly lacking for advertising agencies. If you're looking to break into the business, this might make things particularly interesting.

There aren't any shortcuts here --- this is about really making the effort and taking on the competition.

#3 --- Everyone's Always Considering Memphis and Nashville.

Due to its particular location, people often think that Knoxville doesn't really have anything that Memphis or Nashville have to offer. Of course, these people are wrong, and Knoxville really does have a great deal of stuff to offer any company who chooses to base themselves here. Marketing not excluded.

#2 --- We Placed Really High on a 2008 Forbes List.

It's not easy to crack the top 5 of Forbes' list, but Knoxville did it. It's a great city to start, continue, or change careers in, and surely part of this is due to its thriving cultural scene and the creative people who support it with top-class marketing.

#1 --- Smart People Means Marketing in Knoxville is Smart, Too

People talk about a "creative class" that exists in every city, and because the one that exists here in Knoxville is so great --- and underappreciated --- any marketing that is done here has to live up to the high standards it sets.

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