

## **Advice Interactive Group Teams Up with Michelle Obama and Extreme Makeover: Home Edition**

*Extreme Makeover: Home Edition, Blue Ridge Log Cabins, and First Lady Michelle Obama Teams with Dallas SEO Company Advice Interactive Group to run SEO and Social Media for the Fayetteville, NC episode honoring 15-yr Navy Veteran Barbara Marshall*

**Representatives of Blue Ridge Log Cabins and Dallas SEO firm Advice Interactive Group are on-site to spread the word about the progress of the Extreme Makeover build and to generate publicity for the Donate a Log campaign benefiting the honoree of the fall episode, 15-year Navy Veteran Barbara Marshall.**

Dallas, TX – Michelle Obama announced her involvement in an episode of Extreme Makeover: Home Edition, the Emmy Award-winning ABC Television show, to air in the fall. The builder, South Carolina log cabin maker Blue Ridge Log Cabins, and Extreme Makeover and Dallas SEO firm Advice Interactive Group will run ongoing SEO and social media for the North Carolina episode.

The social media campaign involves live, on the ground posting through tweets (@AdviceGroup and @BlueRidgeLC), video, Facebook, and press release and blogging throughout the build. Representatives of Blue Ridge Log Cabins and Dallas SEO firm Advice Interactive Group are on-site to spread the word about the progress of the Extreme Makeover build and to generate publicity for the [Donate a Log](#) campaign benefiting the honoree of the fall episode, 15-year Navy Veteran Barbara Marshall.

The Donate a Log campaign allows individuals who want to support the Marshall family's efforts to end homelessness among female veterans in Fayetteville. Donors can choose to contribute one or more logs to the project through any one of five contribution levels, ranging from Lieutenant (\$50) to General (\$1,000).

[First Lady Michelle Obama](#) "will join the crew of the ABC television show Thursday to help build the new home for Barbara Marshall and the women of the Steps N Stages Jubilee House in Fayetteville," according to the Boston Herald. "...Obama is participating as part of Joining Forces, an initiative to support service members that also involves Dr. Jill Biden, the wife of the vice president."

[Dallas SEO Internet marketing](#) company, Advice Interactive Group, will continue to provide ongoing search engine optimization and social media for log cabin home builder Blue Ridge Log Cabins of South Carolina through the rest of the Fayetteville NC build and the airing of the fall episode of Extreme Makeover: Home Edition.

### **About Advice Interactive Group**

Advice Interactive is a full-service Dallas based Interactive Marketing Agency that provides Web Site Design, Online Marketing Strategies, Search Engine Marketing (SEM) and Search Engine Optimization (SEO), Pay Per Click (PPC), and Online Reputation Management.