

Building Customer Engagement



Business Counsel Associates, Inc.

Your Catalyst for Business Growth



Customer Engagement

IT STARTS WITH A STRATEGY

More and more companies are learning that customer engagement strategies are critical to their success. That's why smart companies have adopted new ways to engage customers in an on-going dialogue so customers become advocates for their company and may even endorse their products.

While web based marketing programs have created new platforms for customer experiences, the basic elements of excellent customer service, value driven products and a sense of business consciousness must all work together to engage the customer and build strong relationships.

While customer engagement definitions vary, the more generally accepted one is that engagement is any interaction with the Brand.

What we do

CREATE GREATER VALUE IN PRODUCTS AND SERVICES

Our focus is generating meaningful customer engagement programs for small to medium-sized B2B, B2C and service industry customers.

To make that happen, we use a combination of online technologies and proven traditional marketing tools to engage customers in actionable dialogue. We have found the combination of approaches is much more effective than relying exclusively on one or the other.

Developing a concise, measureable and focused strategy based on an accurate reading of the business situation is the critical first step. Otherwise, the effort is likely to fail. Our associates have the expertise and experience to design your program with the right online tools to do the job (i.e., social media, upgraded websites, traffic-building blogs and search engine optimization, online advertising, video e-mail programs, etc.).

Also utilizing traditional media, we provide trade show organization and management, print (ads, brochures, newsletters) and public relation services.

Most frequently, these tools are employed to develop and build the product or company brand. Other occasions include increasing market share, penetrating new markets, introducing new products or reversing declining revenues. Which tools we use depend on your program's objectives and market conditions.

We start by analyzing your site to understand how visitors react to the content and then determine which tools and techniques are needed to increase the value offering. From that point forward, we develop the strategy and plan.

Whatever the need, the professionals at Business Counsel Associates are the ideal catalyst for the growth of your business.

WHO WE ARE ...

- Business Counsel Associates, Inc. (BCA) was founded in 1997 in Scottsdale, AZ.
- BCA specializes in business development.
- We service the business-to-business, business-to-consumer markets and service industries.
- John Riley, founder and President.
 - Multinational corporate experience – over 25 years.
 - Sales, sales promotion, marketing, executive
 - Business advisor, Harvard-MIT Joint Center
 - Paradise Valley Community College – Instructor, business management (Adult Education).

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BCA SERVICES

- Develop and maintain a company or product brand
- Design and produce video e-mail programs
- Design and set-up websites and blogs
- Write content for websites and blogs
- Write business plans
- Optimize existing websites for improved search engine rankings
- Produce and place online advertising
- New product introductions
- Trade show management
- Newsletters
- Design and produce sales aids



WHY BUSINESS COUNSEL ASSOCIATES?

Experience and know-how. We have worked with companies in the Valley for more than 12 years. This has given us in-depth experience in B2B, B2C and service markets and an insight into what works and what doesn't. That includes technology companies and markets.

BCA's principal will always be your primary contact – that responsibility will not be delegated. In addition to his 12 years small/medium-size business experience, he also has several years marketing management experience with a large, multinational corporation.

You will receive a "best effort" on every project. That's our way of trying to earn more of your business. In other words, we want to be able to work with you over months rather than days as our way of building a solid, long-term relationship.

Lastly, we're enthusiastic about what we do: helping companies grow their business.

STAFF

Our professional staff includes both inside and outside associates, each a specialist in his/her field. You benefit from a team that understands and appreciates programs that are soundly based and cost effective. Our team includes:

Vlad: Website and blog designer and programmer

Chris: Website and blog designer and programmer

Jeremy: Social media expert and programmer

Elaine: Art, graphics and design

Lyn: Marketing, search engine optimization and pay-per-click advertising

Anthony: Video and TV design and production

Steve: Print production

Tom: Computer operations

All of our Associates have years of experience in their respective fields.



WORKING WITH YOU

Over the past 12 years, we have worked for companies as large as international delivery carrier DHL, and as small as helping to establish start-up companies. This includes work for the Scottsdale Chamber of Commerce and the Small Business Administration's Small Business Development Center.

Our process starts with three meetings. The first two meetings are to identify and understand your situation and challenges. The third meeting is where we present our detailed strategy and plan to help you achieve your objective(s) and provide a detailed price quotation.

Quotations are valid for 60 days. Only after receiving your signature do we begin work. Up to this point, **there is no charge to you.**

Our charges are structured in two ways:

1. Fee basis for specific projects, or
2. Monthly retainer fee for larger, or on-going projects.

When the work requires BCA to purchase materials or services beyond the scope of the project proposal – such as messenger service, projector rental, unanticipated photography, writing services – these additional services are billed directly to you **without BCA mark-up.** However, no purchase will be made without your advance approval.

BCA adheres to a policy of rigorous confidentiality in receiving and handling client's proprietary information and data. This is evidenced by a written confidentiality agreement.



CONTACT BCA TODAY

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