

WHO?

The Connor Team of AdviCoach is part of the Franchise Source Brands International, which has been in business for thirty-two years. The AdviCoach business coaching organization has been working with small to medium sized businesses for about twelve years. Our target clients are business owners and entrepreneurs that want to grow and prosper through strategic plans for the future of their businesses. We work with all industries and look for business owners that are open to learning and improving their business.

In the future, we hope to continue to grow and develop a better use of technology in order to help entrepreneurs succeed. Our social media presence is also important to our business and improving that area of our marketing is a necessary goal that we want to reach.

MARKETING ON OUR OWN:

Our marketing consisted of grassroots interaction within our community. We connected with the owners in our community through direct mail, radio ads, and by offering workshops and seminars. Goodwill Marketing efforts were also an integral part of our plan.

Our biggest frustration while marketing on our own, was the time consuming efforts spent on email marketing and the research of content to create fresh material for our prospect base. That became a number one challenge to consistently complete each month.

THE ALISTE MARKETING SOLUTION:

After hiring Aliste Marketing, the quality of our email campaign marketing was immediate. We began to receive feedback from the very first email campaign that Aliste Marketing completed for us. As a result, we now have a loyal following of colleagues and business owners that read our e-newsletter each month.

The content quality now showcased in our monthly newsletters and weekly blogs, has helped us to continue sharing our knowledge with prospects while establishing our credibility as experts in the field of business coaching.

The three words that come to mind while working with the Aliste Marketing team are professional, proactive, and time-saving!

