

Success Story: Susan Peters Associates New Website Breathes Life Into Consulting Firm

“About four years ago, Rick Moser mentioned that I should be thinking about creating a new website for my firm. I put it off and about a year ago noticed my business was flat. I hired Rick to help me and could not be more pleased with the results.” – Susan Peters, President

Read more to learn how. . .

- Logo and brand identity stand the test of time
- New website generates new business opportunities
- Custom look and feel aligns with the firm’s unique position and approach

Scope of Work

- Logo design
- Business paper and presentation folder
- Website design

Solid Foundation Paves Way for New Business Opportunities

Susan Peters knows fundraising strategy, public relations and marketing. As president of Susan Peters Associates, Susan provides those very services for not-for-profit organizations in the Chicago area and understands what her clients need to be successful.

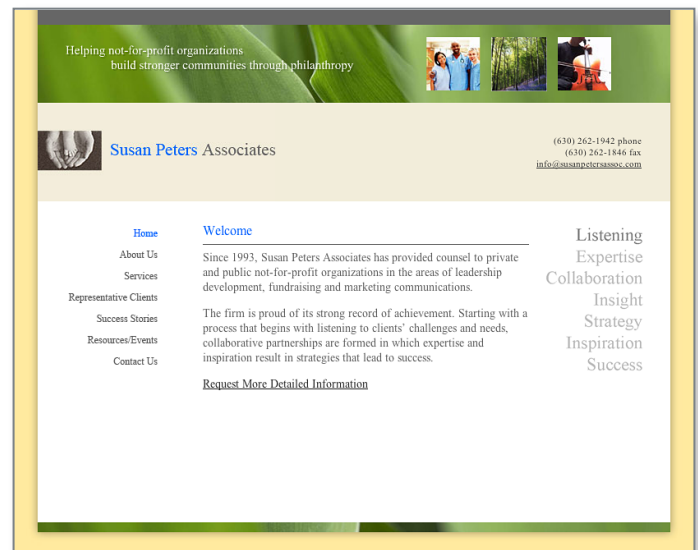
That’s why she first called Rick Moser 20 years ago to create a newsletter for Delnor-Community Health Care Foundation when she served as President. So impressed was Susan with the work that years later, when she started her own fundraising consulting firm, she engaged Moser Design to develop a total brand identity package: logo, tag line, business paper and presentation folder.

“I wanted something very clean, unique and professional. Rick delivered and I still get positive comments about the work today. His team’s work is very timely and always creative. I really trust his advice,” said Susan.

Web Site Rollout Key to New Business Growth

Four years ago, during a conversation about marketing communications and business growth, Moser suggested to Peters that she should consider developing a new website for her company. Peters put it off, she said, until she discovered new business opportunities were waning. She had been recommended to multiple not-for-profits by past clients across the Chicago area, but the phone wasn’t ringing. That is when she called Rick and asked him to help.

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The new Susan Peters Associates website designed and built by Moser Design generates new business leads and allows potential clients to become familiar with the firm’s approach and experience prior to meeting.

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Rick's team went to work, first consulting with Susan about her go-forward marketing position, and then creating concepts that met those parameters while offering variations to look, feel and navigation. All were designed to compliment the "caring hands" logo Moser had created for Susan Peters Associates 13 years before, which has stood the test of time.

"They presented me with several multi-level site designs and let me choose what I liked most," Peters said. Susan ended up with was an incredibly easy to navigate site that gives her clients the opportunity to better understand her business model and experience, before setting up a consultation. The site incorporates a natural, gentle color scheme that befits an organization aimed at assisting philanthropic efforts, a soft motion graphic on each page that presents Susan Peters Associates approach, case studies on past successes, an impressive client list, and a resource area that positions the firm as an educator in the art of fundraising in Chicagoland.

The Key to Growing is Knowing

As Susan Peters Associates began to grow its presence on the web, the idea of business being flat disappeared. The website allows potential clients to review Peters' company profile at their own pace and become familiar with her approach and style.

The Results

- A professional, engaging presence on the Web
- Ability for potential clients to seek out "nuggets" of information helpful to them
- Positioning as not only a firm to hire, but a resource for all not-for-profits
- Making a positive impression prior to an initial consultation

"I could not be more pleased with the results. The site has made a big difference in the number of calls I get – my business has really picked up! Rick and his team certainly get my endorsement," said Susan Peters.
