

Success Story: Susan Peters Associates

Web Site Breathes New Life into Consulting Firm

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

Susan Peters, President

Read more to learn how. . .

- > Forward thinking pays in the virtual world
- > New Web site increases business
- > Clean design withstands the test of time

Scope of Work

- > Identity and logo design
- > Business paper design
- > Web site design

Solid Foundation Paves Way for New Business Opportunities

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

That’s why she first called Rick Moser 20 years ago to help create a newsletter for Delnor-Community Health Care Foundation when she served as President. So impressed was Susan with the work that seven years later, when she started her own fundraising consulting firm, she did not hesitate to immediately engage Rick’s services to help develop a total identity package: logo, tagline, business paper and presentation folder.

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

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Web Site Rollout Key to New Business Growth

Four years ago, Moser suggested to Peters during a conversation about business growth that she should consider developing a new Web site 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.

Rick's team went to work, first consulting with Susan about her go-forward marketing position, and then creating initial concepts that met those parameters while offering multiple approaches to look, feel and navigation. All were designed to work with the 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.

What Suzy ended up with was an incredibly easy to navigate site that gave her clients the opportunity to understand her business model and experience before setting up a consultation. The site incorporates a gentle color scheme that befits an organization aimed at assisting philanthropic efforts, a soft animation 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. To view the site first-hand visit www.susanpetersassoc.com.

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 Web site allows potential clients to review Peters' company profile at their own pace and become familiar with her style, as represented by the look-and-feel of the site.

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 an impression without saying a word

"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.