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Client Development

MARKETING PLANS: Professionals are constantly bombarded with requests for sponsorships, solicitations for listings, and opportunities on social media. If you do not have a predetermined plan, you may be spending your money ineffectively or missing out on the venues with the highest potential for return. Creating a marketing plan will transform your approach from reactive to proactive. By outlining your goals and tactics, you will have a more deliberate method of distributing your marketing dollars. T2 will seek to understand your objectives and create a plan that is right for your practice.

CLIENT SATISFACTION SURVEYS: Satisfaction surveys are a great way to stay in contact with your clients and generate business. With today's technology, obtaining client feedback is easier than ever before. T2 Management Solutions can assist you with creating, conducting, and following up.

EVENT PLANNING: Regular client interactions build and strengthen relationships. Periodic events can also allow you to connect with your referral sources so that you are always top-of-mind. Busy professionals and their staff usually don't have either the experience or time to do the planning. T2 consultants have planned numerous events from small gatherings to large seminars with multiple sessions.

SOCIAL MEDIA: The use of social media marketing grows brands through a more personable approach than traditional marketing. The key to using social media is to update frequently and engage in conversations. Active accounts will generate more traffic to your website, build your brand, increase credibility, and create a sense of relatability between business and consumer. T2 consultants can help you engage on social media accounts such as Google+, Bing, Yellow Pages, Instagram, Facebook, Twitter, and LinkedIn. We can help you create a presence on sites specifically focused on your target market.

CONTACT MANAGEMENT: If your office is still using paper address books, then you may need T2. Pulling together contact information for clients, perspective clients, and referral sources into a functional database will improve your ability to build relationships and stay in touch. We realize that the needs for contact management range from simple databases to complex networks. T2 consultants will work to understand your goals and translate them into a system that is right for you. We will work with your current technology or suggest new software that is the best match for your needs and budget.

WEBSITE CONTENT AND DESIGN COORDINATION: Your website is an essential aspect in creating an online presence. It should be easily recognizable, navigable, and representative of your brand. Updated websites are systematically shown to appear more on search engines and create the best impressions. Our consultants can make minor edits and monitor search engine results.