

COLLABORATIVE CONCEPTS



LAKE CONROE'S FULL SERVICE DIGITAL MARKETING AGENCY



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COLLABORATIVE STRATEGIES, REAL RESULTS.

Full Service Digital Marketing Agency
Montgomery, TX | Serving Clients Nationwide

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PUBLISHED IN EXPERT PANEL INTERVIEWS



E-Customer Service: If You Build It, Will They Come?

IMARK member voices share their perspectives on how to best market your company's e-commerce capabilities internally and externally
Summer 2019 | FEATURE | Susan Bloom



SUMMER 2020 | FEATURE | SUSAN BLOOM

OUR EXPERT PANEL:



Kevin Kalish
director of customer technology, Sunrise Electric Supply



Lalena Kotasek
manager, e-commerce marketing and IT, Blazer Electric Supply



Scott Lepsky
marketing manager, F.D. Lawrence Electric Co.



Mike Raygor
marketing director, Echo Electric Supply

IMARK Electrical News: What was the biggest challenge with your e-commerce as a result of the pandemic?

Kevin Kalish, Sunrise Electric Supply (Addison, Illinois): The biggest challenge our e-commerce team faced during this time was embracing our customers' demands for increased efficiencies, instantly. Pre-pandemic, our focus was on analyzing our customers' existing business process and implementing technology solutions to reduce their operational costs while embedding our company as a value-added partner in their workflow. Our customers' unique needs became "instant needs" as a large percentage of their personnel quickly adapted to a remote work environment. We also encountered an increased demand for electronic solutions for the field and streamlined workflow from procurement to our office, etc. Many of our customers are now looking to "do more with less" due to the uncertainties of future activities, which were tougher conversations to ignore in the past.

Lalena Kotasek, Blazer Electric Supply (Colorado Springs, Colorado): We'd been optimizing our website for two years when the COVID-19 pandemic hit, so the challenges that confronted us actually allowed for new customer attention to be focused on our e-commerce initiative. When we were forced to limit customer interaction because of quarantine protocols mandated in Colorado, we experienced a surge in our online sales and logins. Similar to the increased demand for online ordering experienced by such businesses as Amazon, Home Depot, Lowe's and others, Blazer

"It's essential that we operate with increased efficiency, superior customer-focused technology and a means to stay relationship-focused no matter what the future holds."
Kevin Kalish, director of customer technology, Sunrise Electric Supply

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JUST SOME OF THE BRANDS WE
HAVE SERVED



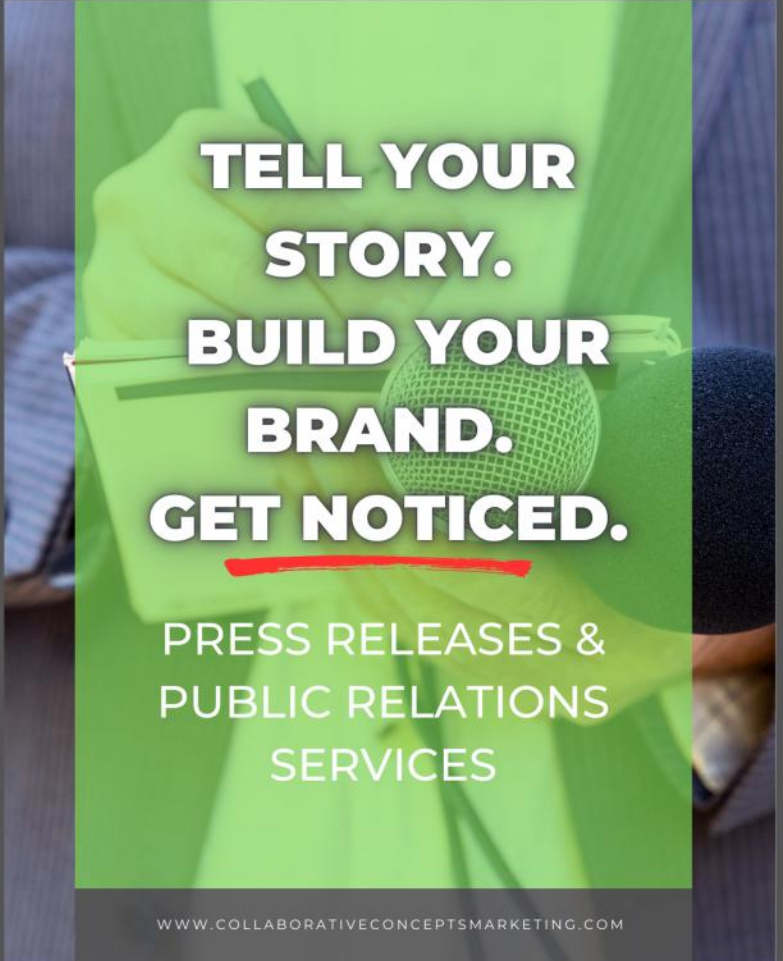
DIGITAL MARKETING | ECOMMERCE | FRACTIONAL CMO | PROMOTIONAL PRODUCTS

Collaborative Concepts Marketing was founded because **we've been in your shoes as business owners.**

We've sat on your side of the table, listened to every marketing pitch imaginable — **most of it felt like a bunch of fluff.**

Too many digital marketing agencies are run by people who've never owned a business, sold to a real customer, or built a brand from the ground up. **Did they take your money and push you off to a junior level account manager ?**

At Collaborative Concepts Marketing, we cut through the noise and deliver strategies that actually support your business goals — especially the one that matters most: **growing your bottom line.**



**TELL YOUR
STORY.
BUILD YOUR
BRAND.
GET NOTICED.**

PRESS RELEASES &
PUBLIC RELATIONS
SERVICES

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OUR SERVICES



FRACTIONAL CMO

Need C Level Marketing Expertise AT A FRACTION OF THE COST? We can help



DIGITAL MARKETING

Web Design, SEO, AIO, PPC...E-I-E-O?...we make marketing make sense for you & YOUR business



ECOMMERCE

Published, expert level, eCommerce services that lead to your online store growth



WEBSITE DESIGN

Your website should work as hard as you do. We make sure it does



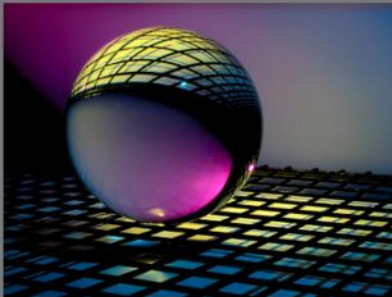
DIGITAL ADVERTISING

Google Ads. Meta Ads. Strategic Growth. Paid Media Advertising That Converts



SEO

Search Engine Optimization so you get found and found above or in the AI chat bots



AIO

Another confusing marketing acronym? We break them down into understandable terms



EMAIL AND TEXT MARKETING

Getting your business in front of the customer where everyone lives with strategic email and text campaigns



SOCIAL MEDIA MARKETING

Authentic and genuine social media marketing content that truly reflects your offerings in a strategic way



PHOTOGRAPHY



DRONE PHOTOGRAPHY & VIDEOGRAPHY



VIDEO PRODUCTION

SERVICES

SERVICES



PUBLIC RELATIONS

Press Release & Public Relations Management Services



PROMOTIONAL ITEMS

Branded Promo Items to Trade Show Booth Displays & Signage



CRM IMPLEMENTATION & OPTIMIZATION

Customer Retention Management System Implementation & Optimization

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(936) 249-6443 | INFO@COLLABORATIVECONCEPTS.NET