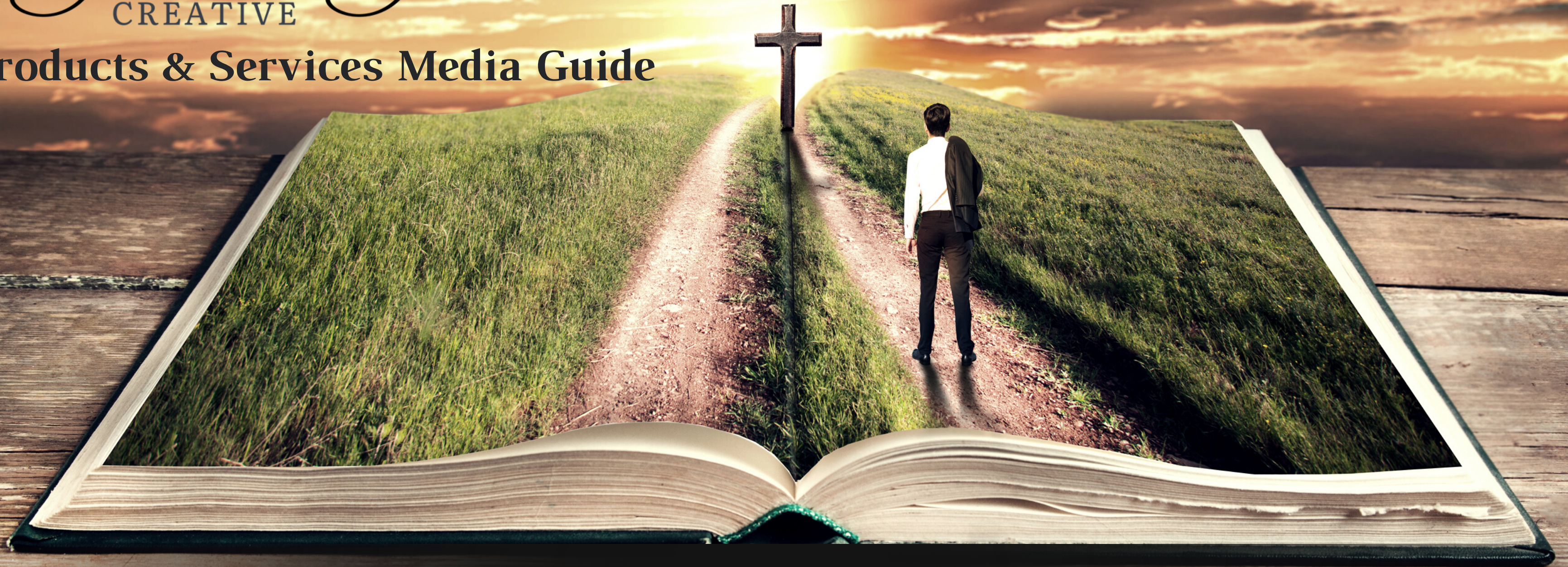




Believers in Business
CREATIVE

Products & Services Media Guide



Creatively building your business with biblical principles!

www.believersinbusinesscreative.com



WHO IS BELIEVERS IN BUSINESS CREATIVE?

Believers in Business Creative is a faith based full-service business development agency.

Over 20 years, more than 2500 businesses have trusted us to guide them through leveraging unique branding strategies to effectively grow their organizations, products & companies.



Chauntel Busche

FOUNDER & CEO

Believers in Business Creative

MEET OUR FOUNDER, CHAUNTEL BUSCHE...

Chauntel Busche is an accomplished business development specialist with over 20 years of experience. She is a native to Honolulu, Hawaii and now resides in Dallas, Texas with her two sons and family. Although she has gone through many challenges in her life, she has a true heart for the Lord and fulfilling her mission God has given her in the marketplace to bring his people together to further His kingdom with BB Creative!

Chauntel has been featured in publications such as Success Magazine & Local Profile Dallas for her record breaking success in developing campaigns, strategies, and solutions that generated major growth. She has also been featured in many videos & podcasts. Recognized for the ability to build relationships and close large sales in heavily competitive markets, well versed in sales life cycles and skilled strategist/negotiator. Chauntel has had partnerships with companies like Google, hibu, Facebook & MAP Esports Network amongst many others. Chauntel is also an exceptional trainer and mentor.

Areas of expertise include: Helping both for & non-profit businesses & organizations. High-Impact Presentations/Brand Strategy Implementation, Podcast & Video Production, C-Level Relationships/Strategic Partnerships, and Product Line Development. An expert in Social Media Marketing, Social Networking, Digital Advertising Sales, Public Relations, Special Events, Promotions and an Esports & Gaming Executive.

Rest assured you will only get the most honest and best efforts from our Believers in Business Creative Team!



MEET THE MANAGEMENT TEAM



Brandon Kuramoto
SVP of Strategy & Implementation

Brandon, a former youth pastor, has built a solid reputation in the advertising and marketing space. He helps businesses increase their market share and surpass objectives by leveraging the internet to capture and convert leads into clients. Brandon has worked side by side with Chauntel for over a decade with hibu, Google & Facebook. They both share the same passion and vision for BB Creative and are committed to taking this agency to new heights.

Kate Hulcy
Senior Account Executive

A happily married mother of five living in North Texas, Kate has over 20 years of experience in account and project management, customer service and sales in multiple industries. An expert in time handling strategy to meet deadlines, and is very dedicated to provide all clients/partnerships with the highest level of customer service experience and operational support.



Jessi Nieto
Lead Graphics & Social Media Design

With over a decade of experience, Jessi is the infamous “nip/tuck” extraordinaire when it comes to her graphic design & photo/video editing. Jessi specializes in high level targeted marketing editing and puts the finishing touches needed.

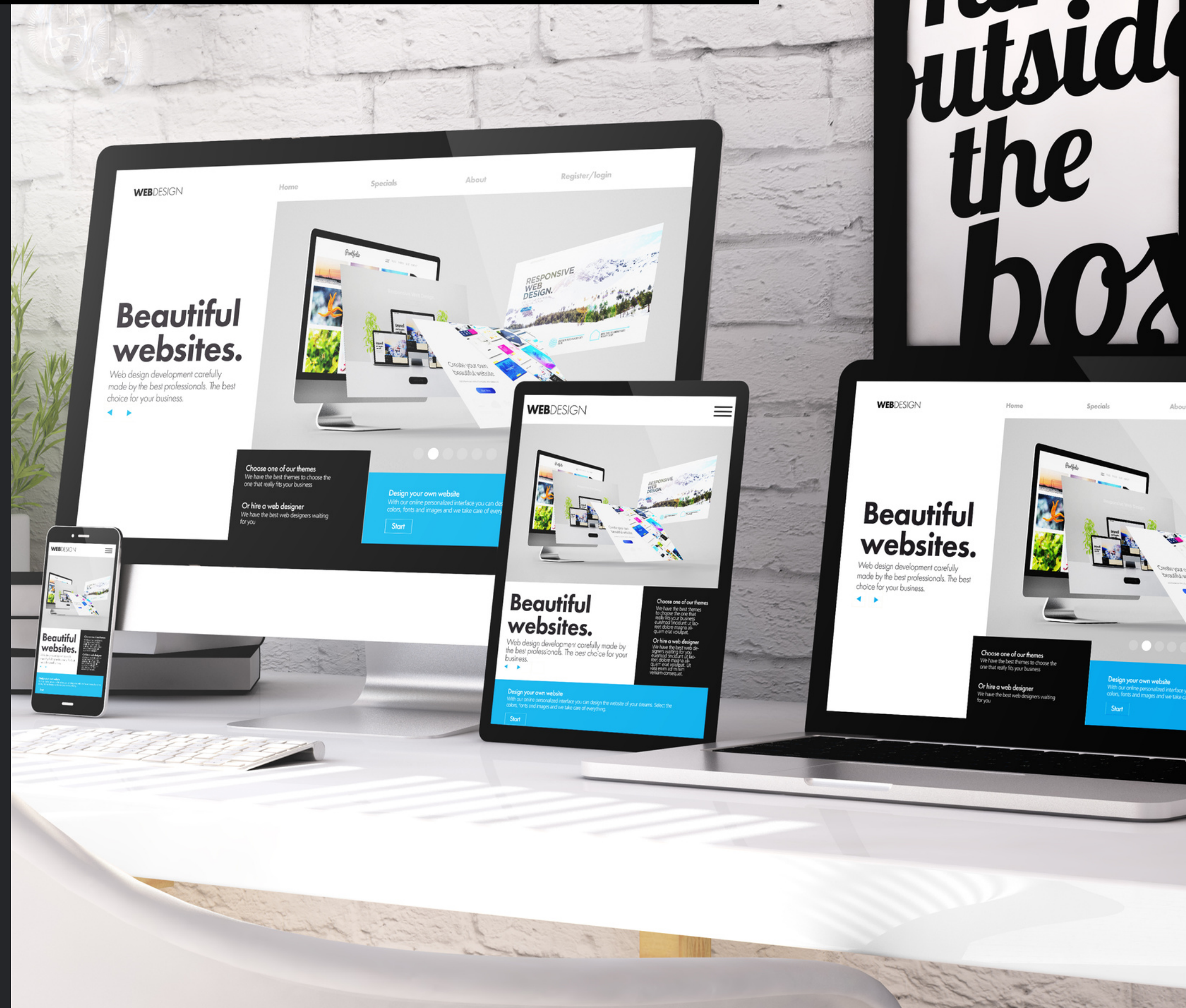


WEBSITE & APP DEVELOPMENT



Your website is the center of your digital presence. It's one of the few places on the internet where you can deliver your brand's message free of distortion or distraction across all platforms and devices. BB Creative's web development services are perfect for brands at any stage from organizations, traditional businesses to e-commerce. If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design, and responsiveness.

*App Development also available



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- Office Cleaning
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Our Janitorial Services extend to school, office, and events. With our staff of highly trained professionals, we will ensure your janitorial needs are met and over delivered.

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WHO WE ARE

Clean is the name of the game, and we are the top players! Established in 2004, we have over 40 years experience in the cleaning service industry and we want to bring that experience to you. Give us a call today for a free quote!


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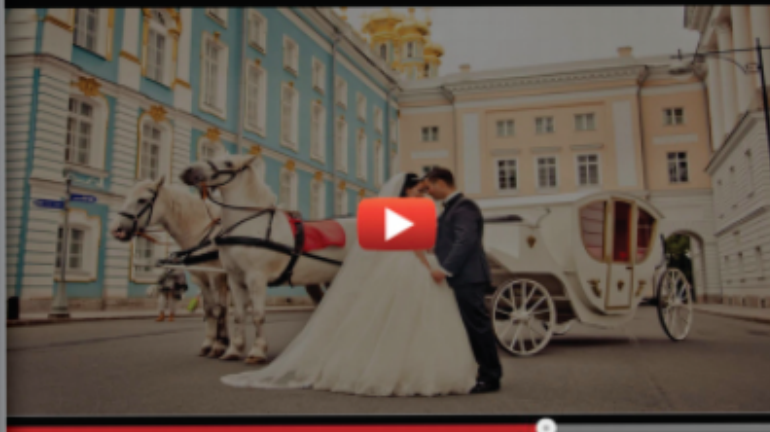
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Your Happily Ever After Awaits...




Hi, I'm Kate

You dream it, I'll make it happen. With over 25 years of wedding planning experience, I am here to make your fairytale wedding a reality! consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

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- Full Service | \$5,000
- Destination | Price Varies



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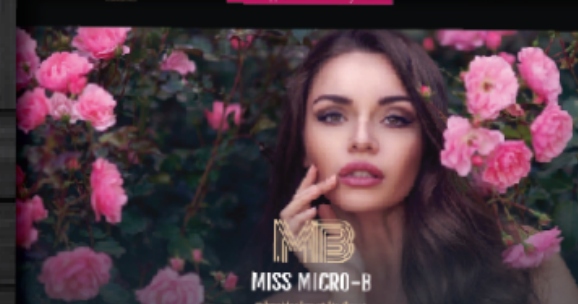
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Have a Question? Fill out the form below and we will get back to you.

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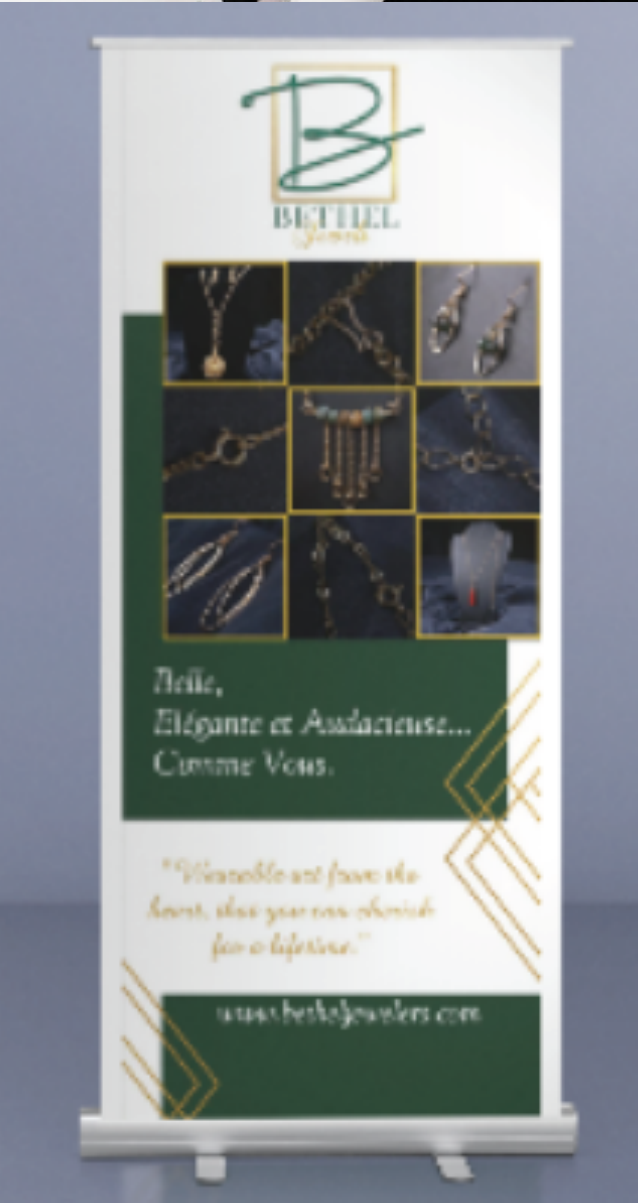
LOGOS, BRANDING, PROMO & PRODUCT DEVELOPMENT

Our team can make amazing custom logos, provide analysis solutions and product & packaging development expertise each step of the way. We are brand strategists that can transform small companies, people and organizations into a powerhouse through market analysis, digital content marketing, website audit, keyword research and video services. Creating and enhancing products that fill a niche in the market or allow their clients remain competitive.

We can support manufacturing and design activities by developing prototypes for products in development and more.

We will take you through the patenting, licensing & trademarking process. Consulting market research materials and sales data to ensure that products are viable and competitive. Submitting proposals and designs for evaluation by the project team and management before moving to the next stage typically working in quarterly phases.







MARKETING MATERIALS

Creating and enhancing marketing materials that fill a niche in the market and presents the best side your company image. Supporting manufacturing and design activities by developing prototypes for brands in development.

Marketing materials are intended as any kind of branded element and material used to promote a brand, organizations, product or service. The most common form of marketing materials is “literature”, basically any type of printed pieces with the job of promoting and presenting a product, used within a marketing strategy. They could be, for example: business cards, letterhead, flyers, brochures, presentation folders, thank you cards, postcards... Even product packaging can be somehow considered a marketing material, since it's thought to preserve the brand's experience and therefore to promote the brand's values and principles. But marketing materials can easily adapt to digital forms too. With the advent and growth of the internet world, it's everyday more important to affirm your brand online

Promotions can be run on social media, newsletters, and marketing materials, in these occasions, can come in the form of branded promotional graphics and images. But also think of any spaces you and your clients use to connect with each other (social media, newsletter, project management tool, contracts, documents, invoices...) and the impact branding can make in these areas of your business: marketing materials can help you keep your brand experience consistent and alive even on more formal devices, making you look professional and curated in the smallest details.

ONLINE PRESENCE/SOCIAL MEDIA



A online media consultant needs to be familiar with industry trends on Instagram, TikTok, LinkedIn & Facebook, and know exactly how every social media tool works. In order to provide a quality service to their clients, they need to know exactly how to utilize these social media profiles in a way that drives targeted traffic to a site, while simultaneously building and maintaining a proper company image and reputation. Brand management online is extremely important and a social media consultant will know exactly how to implement an effective social media strategy that works.

Instead of just focusing on the social media tools available to us, consultants need to use them to achieve a specific result from them. It's more about the method, not the tools. Know how every social media tool works is great; but knowing how to manipulate them to create a constant stream of targeted traffic to your site is quite another.

Social media consultants need to be:

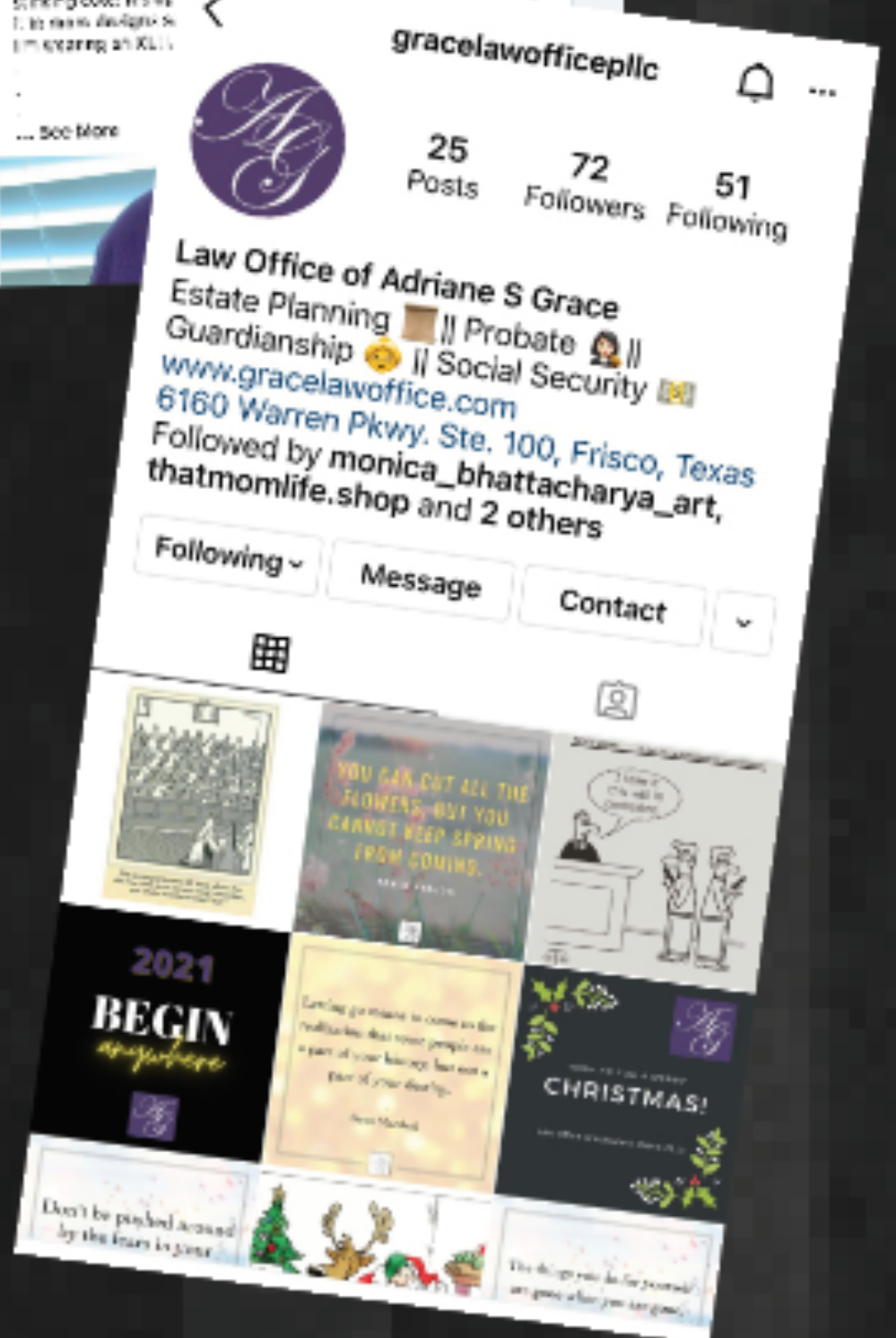
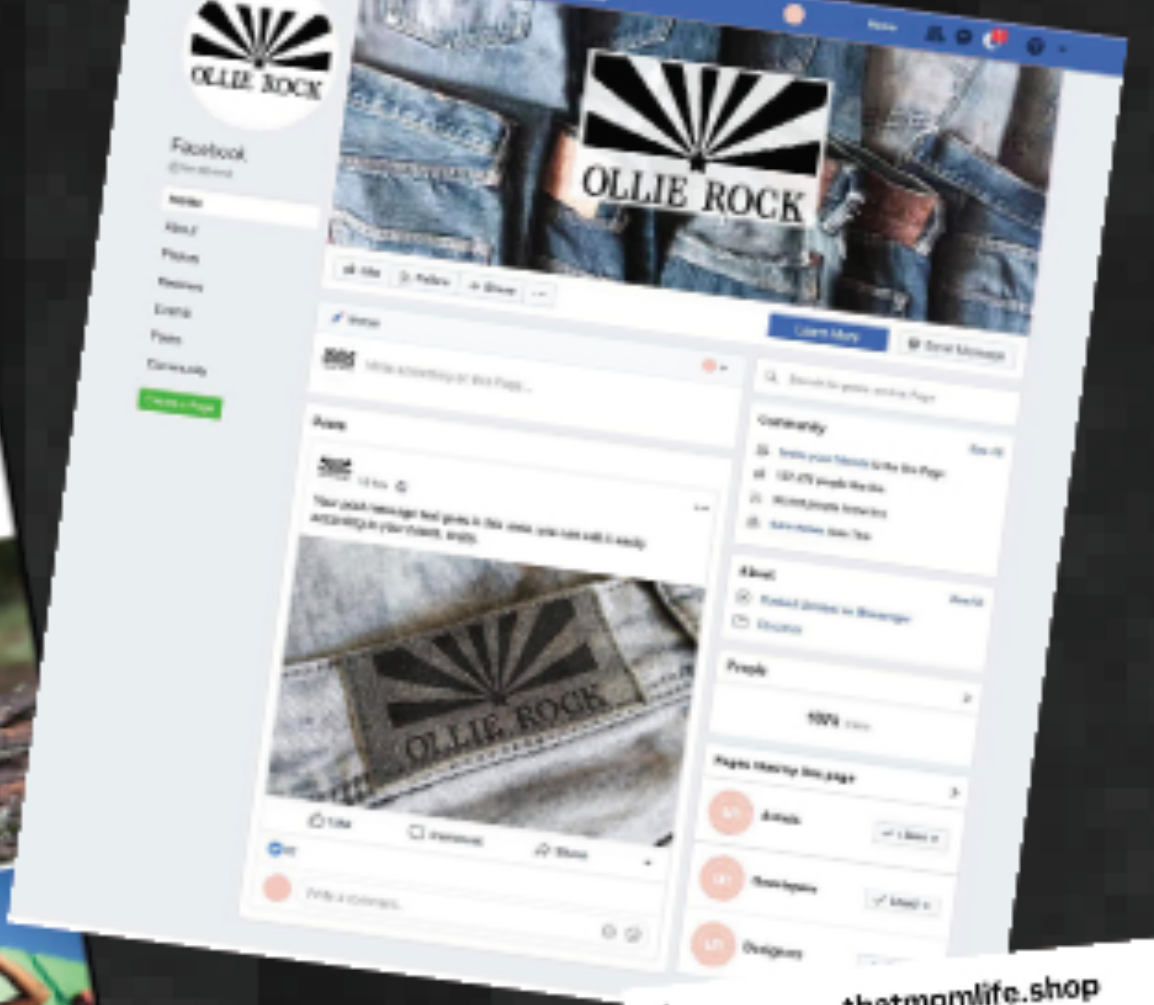
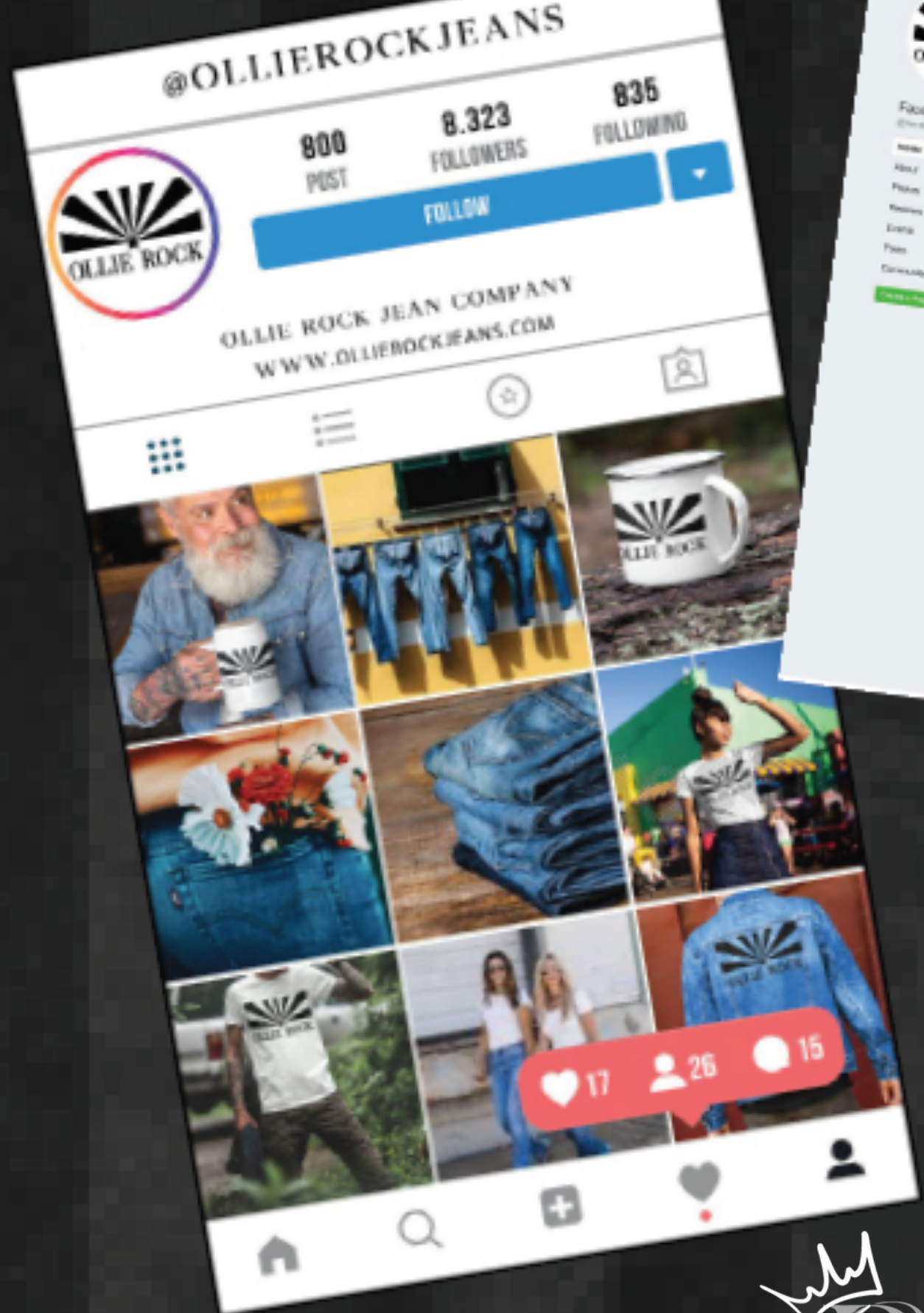
Knowledgeable They need to know all the ins and outs of every major social media tool, including but not limited to Facebook, Instagram, TikTok, Twitter, LinkedIn, bookmarking sites, etc.

Experienced Social media consultants that know their stuff will have a client history to prove it. Results speak for themselves so there need to be success stories behind the service. A company with a solid marketing background will already have the basics down on marketing principles and internet marketing strategies.

Creative Willingness to explore certain avenues that are profitable and have the potential to provide a good ROI. And of course avoiding the ones that don't.

Analytical The ability to constantly assess input vs. output and change the strategy where necessary to increase results.





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VIDEO PRODUCTION & EDITING

Video content allows you to be concise and capture viewers' interest in the first few seconds. Social media success lies in your ability to condense information down into easily digestible snippets of content that is long enough to maintain viewers' attention but short enough to leave them wanting more.

Why do we need video?

More people engage with video than any other content. Seventy-two percent of consumers prefer video to learn about a product or service. Fifty-three percent of consumers and 66 percent of millennials say they've engaged with a brand after watching a video on social media.

Why do we need video marketing?

The modern customer wants to see the product in action. Video preference is one of the most important driving forces of using video in your content marketing. Video marketing can capture a wide audience, and it works on many levels.

- Reels
- Promo Videos
- Intro & Outro for YouTube
 - Video Editing
- Concepts & Script Writing



DIGITAL & EMAIL MARKETING



Discover the new ways for businesses to engage with existing customers and attract new ones by evaluating the current marketing strategy. Suggest or implement improvements in areas like SEO, social media, email marketing, and website design. Improve and manage company branding, increase client engagement and communications with creative social media, email, mobile or local marketing campaigns. Coordinate content platforms such as website landing pages and blog.

Improve business site's Google ranking by adding new keywords, analyzing and optimizing web pages. Implement content development strategy to website and blogs.

Email Marketing Manager duties and responsibilities. Manage and build overall email marketing strategy. Create various email lists and campaigns. Create and design various CTAs and email templates. Test every campaigns success. Determine email marketing KPI's. Develop and present reports on a weekly basis. Develop a lead generation strategy. Create smart email lists. Increase email subscriptions. Analyze data to get smart insights. Suggest methods for improvements. Segment lists based on behaviors like past email engagement and website interactions. Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.

BUSINESS DEVELOPMENT CONSULTING



Our team monitors and analyzes current market conditions for our clients. We initiate strategies for small, medium and large companies to make steady profits. We help to oversee and analyze strategies in marketing, sales, advertising and other fields of operations. Creating strategies for existing accounts to generate new business. We consult on how to best develop and prepare presentations. Regular follow-up meetings with both active and prospective clients. Create, edit and update client profiles. Initiate plans to achieve profits and reduce losses. Design and develop products, services and tools that will contribute to maximize companies ROI. We also have partners to help aid in mergers & acquisitions when needed.



ATTORNEY CONSULTATIONS

Consultations from our attorneys in your state which includes:
business set up, tax guidance, trademark establishing,
licensing, copyright, patenting, contract and document review
both in-house and out and more.

We will make sure that your business, organizations and
publications are protected in a legal, safe and efficient manner.

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