

Business Consulting for Automotive Firm

JaxonLabs planned and implemented a one-year work plan and a marketing campaign. Their services have included developing marketing materials.

WHAT WAS THE SCOPE OF THEIR INVOLVEMENT?

We hired JaxonLabs for end-to-end business development support from idea generation to strategy & implementation.

We wanted to develop a business plan and a marketing plan. We also wanted to do a creative overhaul of our business (e.g. website, logo, colors, themes, and app development).

They helped plan and support our business and marketing plan. They developed, implemented, reviewed, and revised a one-year work plan, including our company vision, mission, values, and resource plans.



WHAT EVIDENCE CAN YOU SHARE THAT DEMONSTRATES THE IMPACT OF THE ENGAGEMENT?

JaxonLabs was successfully able to achieve all the KPIs (e.g. business growth, sales, revenue, and profit all increased).

We were also able to build a database of potential leads for sales in the future.

HOW DID JAXONLABS PERFORM FROM A PROJECT MANAGEMENT STANDPOINT?

Their project management was excellent. JaxonLabs created a one year plan prior to doing the project, and both parties agreed to the plan so there were no surprises.

There was never a question of when or how tasks would be completed. All of their communication was clear and transparent.

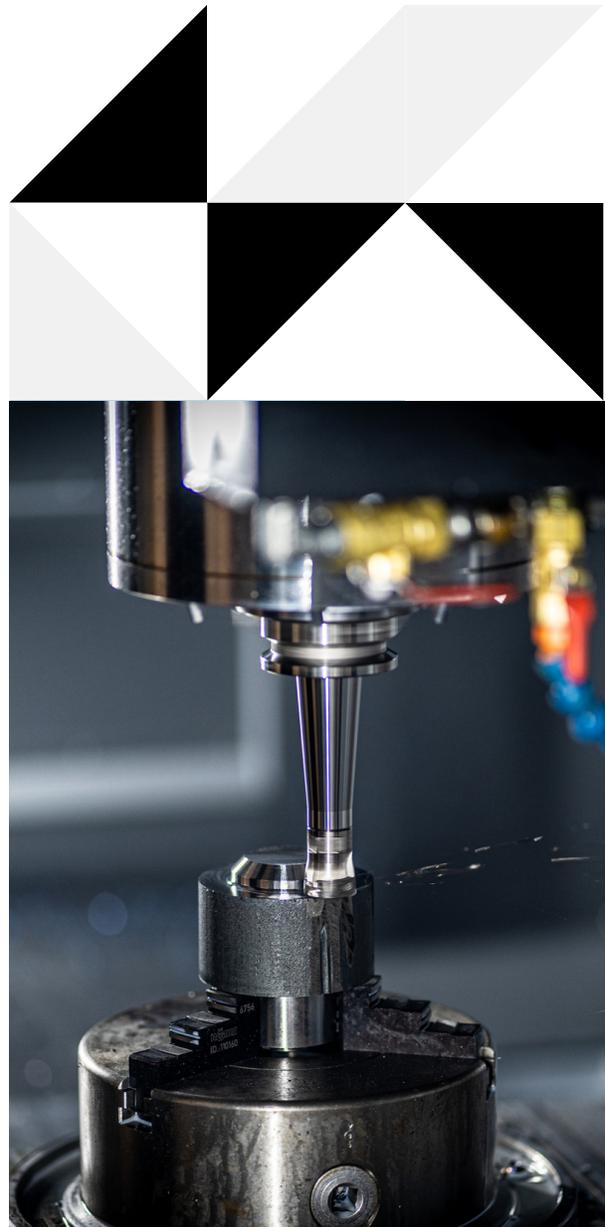


WHAT DID YOU FIND MOST IMPRESSIVE ABOUT THEM?

I found their speed and innovative techniques very impressive.

Everything was delivered ahead of schedule, and everything was high-quality.

I've outsourced marketing consulting firms in the past, but they were slow and the quality of their services wasn't very good.



DO YOU HAVE ANY ADVICE FOR POTENTIAL CUSTOMERS?

If there were any setbacks (there were very few), we knew about them well ahead of time, and we were able to plan accordingly.

JaxonLabs was prepared and organized.