

Education & CRM Training Services

AdEasel knows that a smart client is a valuable client. If they have been successful in the past, they can be successful in the future. And the more we learn about our clients' businesses and customers, the more value we can provide in return. In addition, by teaching clients what we know, they can be more successful implementing new web and marketing programs.

Cross-education is the collaboration of a team, creating both synergies and redundancies in knowledge, skills, processes, technologies and resources.

We hold our clients' hands through the entire relationship (and let go where they are comfortable on their own). We talk with our clients, not to them or at them, and we work hard to gain the respect and appreciation of your entire team. The more you know about what we do, and the more we know about what you do, the better the end result.

The goal of cross-education is to develop and manage the most reliable, efficient, and growth-oriented strategic business units possible for sales, marketing and operations.

So let's get excited, because we are going to add a new dimension to your business, and make both our team and your team more educated, involved, experienced, and valuable.

- Cross-Education
- Web & Content Management
- Customer Relationship Process Management
- Email & Contact List Management

Sales & Marketing Training Services

We can provide a completely new perspective to your company's sales & marketing strategies, programs & materials, and give you the tools & resources to make improvements across the board. We extend the capabilities, expertise and experience of your in-house team, and work hand-in-hand with your management and staff to design, development, implement, manage & market new programs & initiatives.

Every business is unique. We can help shine a light on what makes your business unique, and integrate solutions throughout your entire marketing mix that establish greater consistency and collaboration between your business units, market segments, sales programs, and marketing efforts. We will empower your team to effectively use the resources we develop with your team, designed for maximum efficiency, flexibility, and ease-of-use.

From working with your sales team to enhance your sales presentation to working with your marketing director to improve ROI on advertising campaigns to working with your service managers to streamline orders and requests, AdEasel will truly become your integrated business partner, working seamlessly alongside the rest of your team to improve your business in every way we can.

We will help you establish a credible and recognized brand, showcase the unique benefits of your products and services, and help you secure and solidify the most profitable position in the market possible. And we will learn from each other through the entire process.

- Email Marketing Campaigns
- Search Marketing & Optimization
- Marketing & Advertising Strategies
- Web 2.0 Integration Strategies