

Marketing + Mentoring = Business Win!



Hanan Furqan, a hard working mother of five and CEO of ThreeZ Company, enrolled in the Jacksonville Women's Business Center's Marketing MattersSM mentoring program in spring, 2014. ThreeZ Company is a supplier for paper, janitorial, foodservice and safety products. During the program Hanan learned new skills including how to develop a marketing plan, branding, sales and promotion. Her mentoring team, which consisted of two seasoned marketing and public relations professionals gave her a better understanding of what she was learning and provided perspective on how it could affect her business.

As a result of the Marketing MattersSM program, Hanan significantly altered her business plan for ThreeZ Company. She was able to clearly define her unique Brand Attributes and understand her "right" customer in order to deploy the Six Essential Marketing Strategies to reach them. After initial strategic and tactical planning adjustments, it was clear more work needed to be done.

Marketing MattersSM helped Hanan identify key projects she needed to work on to increase sales. She contacted former mentor, Mike Barile at Elva Marketing, to discuss steps to develop and implement the tools, tactics and techniques prescribed by her marketing plan, including a new website.

She wanted the website to reflect how she wants the company to be perceived and to include a new identity evidenced by a new company logo and a keyword-sensitive URL. Working with Mike, they developed relevant and relatable content and a clear marketing promise, reflective of the company's competitive advantage. In conjunction with the new website and branding, she has also created lead generation and conversion tools.

Today, Hanan is putting the knowledge she gained from Marketing MattersSM to work through new online, community outreach and promotion programs. She is building a family business toward growth and prosperity that will positively affect her family for years to come.

Hanan was nominated as one of the "Top 20 Under 40" business leaders in Jacksonville and was honored at the Black Expo 2014, where she received recognition for her charitable, academic and business achievements.

