

# BUZAN CONSULTING

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Ligia Buzan, Ph.D.

Principal

# STRATEGY

## Marketing

- Customer development
- Design of integrated online and offline strategies to skyrocket business
- Management of marketing campaigns with focus on tangible milestones and timely results

## Lead Generation

- Market research and analysis
- Delivery and development of qualified leads
- Sales strategies

## Brand

- Aligning core identity and positioning with revenue goals
- Design of authentic brand stories to convert prospects to loyal customers

# Marketing

- **Customer Development**

- Understand Voice of Customer (VOC) through primary research and direct conversations with prospects
- Analyze and integrate customer data for your sales process (correlate what clients \*do\* with what they say)

- **Customer Engagement**

- Develop “stories” and experiences that create powerful emotional responses (i.e. trying new products, offering feedback, maintaining a conversation, buying)
- Campaigns tailored to specific brand identity and revenue goals

- **Revenue Growth**

- Develop trust and relationships with new customers
- Use customer data to grow sales and to analyze buying patterns

# Lead Generation

- **Market research and services/products audit**
  - Audit of the brand and value offered
  - Alignment of services/pricing with brand identity
  - Research of market opportunities and positioning
- **Development and lead qualification for new prospects**
  - Stream of new clients through online and off line strategies
  - Content creation
  - Conversion of leads to clients
  - Sales process development

# Brand

- **A Unique Brand**
  - We develop a powerful “story” for your brand
  - We create content that is aligned with your brand’s core identity and goals
- **Social Media Tools**
  - We use social media tools strategically (Facebook, Instagram, Twitter, Pinterest, LinkedIn, YouTube) to help strengthen your brand and to attract new prospects at much lower cost
- **Loyal Community Around Your Brand**
  - We build a strong online community that trusts your brand
  - Trust and brand loyalty translate into higher revenue and stronger partnerships

# What Clients Say

“Ligia completed a comprehensive social media launch for our new program offerings in Organizational and Leadership Psychology. She not only helped us diagnose the central work that we needed to do to promote our programming, but she also put into action a very well-considered and developed strategic plan that has had tremendous results. The depth of insight, coupled with tremendous energy, creativity, and understanding, makes Dr. Buzan a consultant that knows how to translate recommendations into successful outcomes. High quality work and presentation A to Z”

Dr. Erik Gregory, Harvard Humanist Hub

# What Clients Say

“Ligia designed a successfully creative grass roots campaign to introduce customers to my newly launched products. I improved tremendously my online and off line strategies. I am selling, and my brand is recognized. Now I am thriving and my products are sold in many Whole Foods locations.”

Roberta Andrade Gringorten, Roberta Andrade Fragrances

# What Clients Say

“Ligia is one of the most insightful business leaders I've had the pleasure to work with -- she drives strategy and understands how to engage your employees and key executives to get at the true heart and soul of your company/brand. Her methods are not only extremely effective and engaging, but FUN! And FUN is something we have too little of today!”

Ed Faruolo, Founder, VitaLincs LLC: “Helps Companies to Be Vital and Grow With Their Customers!”