



Our Customers, Our Friends: What 50 Years in Business Has Taught Rita and Rick Case about Sales Success and Community Service, Brooke Bates, Rick Case, Smart Business Network, 2011, 0983998310, 9780983998310, . Being the best isn't easy. It requires dedication, hard work, and a passion and plan to sell more than anybody else. It also requires treating your customer as your best friend. For more than half a century, Rick Case has steered Rick Case Automotive Group to become one of the most successful car dealership chains in America by following this simple rule. & ;& ;Rick, along with his wife, Rita, have learned what it takes to become the best and how to stay on top whether it's selling cars or motorcycles, building iconic brands, marketing sporting events, or developing new philanthropic events that benefit local charities.& ;& ;In Our Customers, Our Friends, Rick explains how to look through the eyes of your customers and transform any organization into an industry leader. & ;& ;From creating the 10-year, 100,000-mile warranty that literally changed the face of Hyundai to promoting daredevil Evel Knievel's daring stunts, Rick Case has applied creativity and innovation as well as a dab of marketing genius to every endeavor he undertakes. & ;& ;But before he grew into any of the titles people assign him car dealer, promoter, entrepreneur, pioneer, philanthropist, or marketing guru Rick was just a car salesman from Akron, Ohio, with a big dream. Here's how he did it, and how you can take the lessons he learned and apply them to your own life..

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The Crm Handbook , Dyche, Sep 1, 2002, , 307 pages. .

CRM Unplugged Releasing CRM's Strategic Value, Philip Bligh, Douglas Turk, Jun 1, 2004, Business & Economics, 208 pages. Building and maintaining a customer-centered enterprise cost-effectively is a hot topic and key business issue. This book provides the definitive work on how to derive return ....

Permission Marketing Turning Strangers Into Friends And Friends Into Customers, Seth Godin, Jul 14, 1999, Business & Economics, 224 pages. The man Business Week calls "the ultimate entrepreneur for the Information Age" explains "Permission Marketing" -- the groundbreaking concept that enables marketers to shape ....

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I've held positions as a journalist, editor, blogger and digital marketing specialist. An independent contractor, I freelance content for national business, trade, financial and consumer publications, focusing on best practice features. I also partner with PR/marketing agencies, and with client companies directly, to offer marketing specialties that spring from writing: press releases and media pitching, copywriting and editing, case studies and whitepapers, email newsletter creation, social media marketing, content management and corporate communication, marketing and branding strategies.

With roots planted firmly in journalism, I leverage my wordsmithing skills with online marketing savvy to weave messages across channels effectively, helping brands attract fans, build communities, and convert leads online. Working across industries, I can extend the voice of a brand or personality across channels to create consistent multi-touch communications, content, and campaigns. From web content to magazine articles and every social media touch-point in between, I will bring clarity to your brand story that attracts attention, engagement and - ultimately - action.

As an independent contractor, I partner with marketing agencies, trade and consumer publications, and directly with companies to create content and/or marketing strategy. I help companies tell their stories through freelance magazine articles, blogs, press releases, email newsletters, web copy, etc., as well as broader marketing strategy (brand messaging, social media, PR).

Freelance writer for the horticulture group of GIE's publications, including the green industry's leading magazine, Lawn & Landscape Magazine, and the digital consumer publication, A Garden Life. Contribute articles about best practices of lawn care companies, trends in maintenance, landscaping and irrigation, as well as other "green living" features.

JMR Worldwide is a corporate communications firm specializing in media, analyst and influencer relations for the technology, financial services and energy sectors. The boutique agency is best known for its results-oriented campaigns that combine strategic public relations, investor relations

and social networking programs to build brand awareness, increase revenues and maximize long-term value.

Developed & executed a digital marketing strategy to acquire and engage members of the credit union. Asserted the voice and personality of the FFCCU brand through digital and social channels (website, email marketing, Facebook, Twitter, LinkedIn, Pinterest, YouTube, etc.). Attracted & converted leads by managing digital promotions, campaigns, reputation, content management and community building.

The company created a new position for me to focus on the company's digital channels while continuing to create content and moderate events. In this role, I managed the company blog (training staff and recruiting contributors), wrote and designed multiple monthly email newsletters, moderated webinars and live events, produced video interviews and features, and collaborated to develop and execute a social media strategy. Meanwhile, I continued to write web features and blogs about business trends and best practices by interviewing top executives.

As an associate editor, I interviewed hundreds of successful CEOs to extract their leadership advice, strategy and insight for best practice features. I wrote cover stories and Q&As for a national chain of management magazines, consistently scoring high on the publication's internal grading scale. I began conducting video interviews for the website and managing new social media channels, leading to the creation of a new position focused on digital content.

As the sole writer, I generated all content for the daily newspaper's weekly entertainment tabloid. I conducted research and interviews to write in-depth features on local trends and interests, business and personality profiles, event previews and news briefs, all targeted at a college-aged audience. I also built and maintained a Facebook presence for the publication.

I covered breaking news, education & government meetings in the ski town of Vail to assist the editorial staff. I wrote articles on deadline for the daily newspaper and its special sections, producing enterprise stories and A&E features in addition to news coverage. I also shot photos and videos to accompany articles.

For half a century, Rick Case has steered the Rick Case Auto Group to become one of the most successful car dealership chains in America by following one simple rule: treat customers as you would your best friends. Rick and his wife, Rita, have learned what it takes to become the best and stay on top - whether it's selling cars or motorcycles, building iconic brands, marketing sporting events, or developing philanthropic events that benefit local charities. Rick explains how to look through the eyes of your customers and transform any organization into an industry leader through passion, persistence and the creativity that comes from wanting to be No. 1.

Brooke N. Bates has been creating content for more than 10 years. Her work has been published in newspapers, national trade and consumer magazines, blogs and digital publications. See samples below, check out Brooke's portfolio on Contently, or try browsing the site by category. If you're looking for examples of something specific, just ask. Otherwise, keep scrolling.

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