

JAZ Marketing LLC is a small business marketing firm. Established in the Silicon Prairie in 2011, this father and son partnership operates anywhere and everywhere. Even the sky isn't a limit.

Marketing professionals have the ability to solve unique business problems, they just don't always have the technical resources on-hand to deliver these solutions quickly and easily to potential clients. Without having to salvage time and resources, organizations are constantly seeking new ways to engage potential customers. With Populr, marketing professionals and the organizations they advise are given the ability to work closely together to deliver unique marketing, sales, and HR solutions, and to easily transition ownership of these solutions to the organizations for their long-term success. Jaz Marketing, LLC, a two person marketing firm, utilizes Populr to collaborate & deliver unique marketing solutions that empower the clients to own the process going forward. Because of this JM has developed client relationships with success across many different industries and needs.

Deliver solutions.

When JM was introduced to Populr they immediately saw the opportunity to advise organizations given their lack of technical expertise. What Populr allows them to achieve (that other CMS systems do not) is to create and iterate pages quickly making the preview, feedback, and collaboration experience much smoother for the client throughout the project. In one example JM collaborated with the client on the content and design of a digital sales sheet (similar to collaboration of a google document). The client and firm were able to edit the same password protected page until it reached it's final state. The ability to see how the page evolved as changes were made was very powerful allowing for action on feedback to occur much faster.

Transition of ownership

Transitioning ownership of a project to a client can be a cumbersome process that most businesses find it much easier to have their agencies manage the work for the long-term. Populr makes the transition from educating to full ownership a seamless process. In one case JM recently helped an organization deliver interactive newsletters using populr. JM described how setting up templates within the organization's account helped them focus solely on the content for their newsletters, rather than having to worry about design and layout as well. In other instances where agencies create pages for clients, Populr's [clone feature](#) allows the transfer of ownership of pages by moving them from one account to the other for future management.

Nurturing the client relationship

As you provide solutions, educate, and transition ownership of work it's important to guide your clients along the way. Populr doesn't just help provide the information needed to guide the client along the way, it displays it over time in one single presentable that clients can access. In addition to keeping information clean and accessible, it keeps hold of the integrity of the company with presentation that is consistent with branding and other web properties. With one client, Jaz Marketing set up a quick FAQ page for their reference. As key questions came in from the organization, JM simply updated the page with answers so the entire organization would be able to reference over time.

Populr is an essential tool that gives agencies the power to focus on the solutions, rather than the technical means of getting them done.