

## Small Business Development Center

### MARKETING MESSAGE WITH IMPACT = YODELPOP!

In March 2011, Jackie Lalley, owner of Jacqueline Lalley Communications, was thinking about expanding her single employee business to include a business partner and contacted the UWM Small Business Development Center (SBDC) for assistance. She began working with Laura Schmitz, counselor, on developing a strategy. Since then, Jackie has taken on the partner, hired employees, moved to a new location, and expanded her market.

Jackie's forte had always been strategic communications for nonprofits, including writing, branding, and design. She contracted with Camille Winer Design, in the Chicago area, to meet some of her clients' web design and development needs. Through this association, both companies were able to provide a wider range of customer solutions. This had worked well for several years. In 2010, they decided to use the business name Yodelpop on joint projects, while still retaining their independent businesses. As they put it: **"We are Yodelpop because we help people get their messages out (there's the yodel) in a way that has impact (there's the pop)"**.



As Jackie and Laura worked through a growth strategy, they confirmed that some key elements were missing from Yodelpop as it was currently configured. The conclusion was that a more formal and closer alliance between the two companies was necessary. They wanted to be more jointly involved in the up-front planning and proposal creation; this idea was appealing to both Jackie and Camille. Laura helped facilitate discussions of partnering, ownership percentages, financial sharing, business roles and responsibilities, and operations processes. She also connected them to trusted services providers for legal and tax assistance. Jackie and Camille reached agreement and Yodelpop Inc. became the new name for Jacqueline Lalley Communications in January 2012.

"We could not have gotten this far without Laura's guidance, expertise, and business knowledge. She made us see things about merging businesses that we would have never thought of. Working with her has allowed us to make crucial business decisions with the confidence that we're doing the right thing," said Jackie.

Yodelpop's scope of work has become more comprehensive and inclusive, spanning the nonprofit and for-profit worlds. Current clients are located in Wisconsin and across the country, including national and international organizations. Recently, Yodelpop hired a project coordinator and an intern and moved to a new location in the Third Ward. Business is good!

So, if you are a business who needs a marketing message with impact, contact Jackie ([www.yodelpop.com](http://www.yodelpop.com)) and watch your **YODELPOP!**