



Illinois Business Financial Services

SUMMER 2018 NEWSLETTER

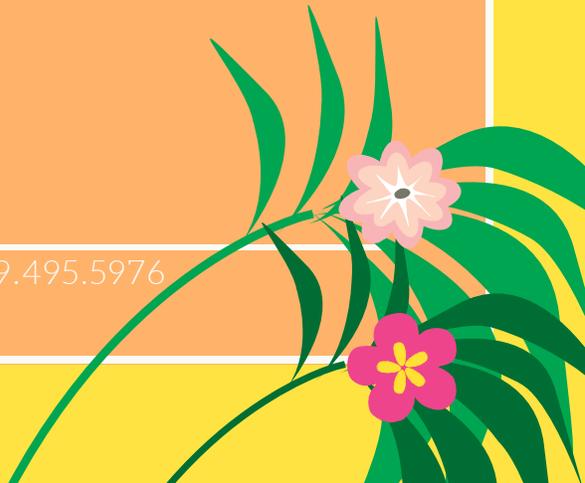
Economic Excerpt

"Small businesses are critical to U.S. economic growth since they contribute 65 percent of all new jobs. Without small businesses, the economy won't grow. The vast majority of companies in the U.S. are very small businesses. In fact, 96 percent have 50 or fewer employees. That's 5.8 million out of 6 million total companies. Yet, they employ just about 34 million workers." -Kimberly Amadeo, The Balance

"A marketing plan outlines the specific actions you intend to carry out to interest potential customers and clients in your product and/or service and persuade them to buy the product and/or services you offer. The marketing plan implements your marketing strategy. It is a blueprint for communicating the value of your products and/or services to your customers. While a marketing plan is an important part of your business plan, every business should update its marketing plan regularly. " -Susan Ward, The Balance



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PROJECT SPOTLIGHT

Idea Marketing Group specializes in custom web design and development including marketing partnerships to where we help grow businesses using content marketing, social media management, email marketing, and mobile advertising. Idea Marketing Group has clients from all over the world in a variety of industries but with expertise in hospitality, food & beverage, healthcare, and manufacturing.

The financing was used to help secure a larger office space allowing us room for continued growth as well as additional furniture and new equipment. The space was a blank slate for a build-out allowing them to tailor it to our exact needs and creative touches.



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Over the years, the company has been going from lease to lease as they outgrew the spaces but desired a place to call home on a permanent basis. Darren Fox, president of Idea Marketing, believes they have that now. It is a space that allows employees to work efficiently yet still provides the creative environment that is needed in order to continue producing top-notch work.

Darren says working with IBFS has been great! He gives high praises of Chris McDonald saying “he has been an absolute pleasure to work with and is always very responsive.” He also says “the IBFS team has done a lot to make it a smooth process, as well as help understand all of the documents which is a pretty hefty stack.” We at IBFS are happy to have another satisfied client and look forward to all Idea Marketing Group does in the future!



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