

BACKGROUND

History: Eige Consulting Services (ECS) was started in May of 2006 when owner Stephanie S. Eige decided to turn her freelance experience into a full time venture. Eige had been married for 11 years and wanted to start a family. She thought that starting her own company and working from home would be the best way to stay active in her career but also be there for her family.

And, it turns out she was right. After having her first child in March of 2007 and expecting her second child in July 2008, Eige has been able to continue working but at a pace she determines.

Since starting the company she has had several clients in a variety of industries including building materials, gourmet food, wealth management, trading cards, and newborn care. Most of which are small, independently owned and operated companies just like ECS.

"I wanted to take my knowledge and experience and share it with other small business owners," says Eige. "I've worked with big budgets in the past, which has given me experience with many different parts of the marketing industry and allows me to help my clients make the best decisions for their businesses."

Company Philosophy: The Eige Consulting Services (ECS) philosophy is one of an integrated approach to internal and external business communication. What does that mean? It means that ECS looks at the "big picture" and not just the job.

Whether hired to develop a complete communications plan/strategy or manage just one simple project, it all must be cohesive with the company and the brand. How will this work with what the company has done in the past and how will it work with where the company wants to go in the future? That's what is important for every project, for every client.

Clients (Past & Present):

- Axiom Professional Group
- Bentley Sales & Marketing
- Braden River Animal Hospital
- ChatterChix, Inc.
- Coastal Door & Hardware
- Gibson Newborn Services
- Gordon's Gourmet
- Millwork Sales
- Mott & Associates Wealth Management Firm
- Peachtree Doors & Windows

Other Brand Experience (Prior to Starting ECS):

- Pillowtex Corporation
 - Fieldcrest
 - Cannon
 - Royal Velvet
 - Charisma
- Washington-Carver Elementary School
- Michael Saunders & Company
- Alinari at Rosemary Place
- Bleu Claire
- The Concession Golf Club and Residences
- Nicklaus Manor at The Concession
- Summer Cove on Siesta
- Other real estate communities

Eige's Personal Thoughts:

- Small business owners generally open their business because they have a great idea and are good at what they do. But, that doesn't mean they are good at all aspects of owning a business. In my experience, the business owners who don't try to do everything themselves are the most successful. For example, if you're not good at keeping up with your books/records you hire an accountant. The same goes for marketing.
- I do believe that you need to 'spend money to make money.' But, you should spend the least amount of money in the most strategic way.
- I love being able to help people be more successful in their business. It's such a reward to increase brand awareness, traffic, and in turn profits for a small business.
- Each client and each project is unique, which is great. The fact that every day is a little different keeps the work exciting.