



Client Profile

Apel Associates, Inc ♦ Kari Apel, CEO



Client Information

Apel Associates, Inc. with offices in Prairie du Sac and Johnson Creek (Wensch Apel Associates, LLC), provides exemplary financial, tax, accounting and consulting services to small businesses and individuals throughout southcentral Wisconsin. www.apelassociatesinc.com; www.apelcpa.com

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"We were already established on Twitter, Facebook and LinkedIn, but we weren't able to keep up with the daily tweets and posts. That's where Rescue Desk stepped in. With their social-media maintenance program, Rescue Desk makes fast, relevant and effective social media postings for my company. Several of our clients have commented on the helpful links, reminders, pertinent articles, or points of interest that were posted on our behalf. I value this connectivity with our clients and prospects. I am very happy with Rescue Desk's efficiency, organization and attention to detail, not to mention how our social networks are maintained!"

- Kari Apel, Apel Associates, Inc.

Client Project / Need

Apel Associates, Inc. needed an online presence on the popular social networking sites Facebook, Twitter, and LinkedIn, but they didn't have the time to actively maintain and update these social media sites. They turned to Rescue Desk' Social Media Maintenance Package for assistance.

Rescue Desk Service Focus: Social Media Maintenance

Rescue Desk Solution

Based on Apel Associates' brand, audience, and company marketing strategy, Rescue Desk developed a plan and calendar for the type of information that needed to be actively posted to each of these social media sites.

Apel Associates immediately saw the benefit of these social media communication channels; whether this was another way to discuss their services and community involvement (i.e. donating services to Wisconsin Public Television), or the way in which they could quickly share information with individuals and corporate clients (i.e. reminding followers of tax and year-end financial deadlines).

By having a social media presence, they are able to keep their tax and financial planning offerings fresh, present, and top-of-mind to a wide-reaching audience. The primary goal of utilizing social media as part of an overall marketing strategy is to have a conversation, and with Rescue Desk's Social Media Maintenance Package, Apel Associates is a part of the discussion!