



Designs Group Consulting
International

Client & Management Testimonials for Dannet Botkin / DGC

Client Testimonials

I get excited when I am able to see a project to completion. In project management it is so important to organize, plan, create timelines and understand all the tasks necessary to accomplish any goal. One important tool is to measure the outcome and make sure you met the initial objectives. No one accomplishes this better than Dannet and her Team at Designs Group Consulting. I can count on Dannet to do what she says she is going to do, and always ahead of the timeline expected. If you are looking for a professional to help you with project management - give Dannet a call! – Clara Nicolosi, Broker – Owner RE/MAX of HSV

I have been working with DGC since it opened in 2015 - best decision I ever made. Dannet and her Team are so talented. She makes RE/MAX of Hot Springs Village look great in all our media (print, digital, social media, internet...and so much more)! Thank you, DGC. – Clara Nicolosi, Broker-Owner **RE/MAX** of Hot Springs Village

As part of my position I must create and promote new events for Hot Springs Village. In promotion, I must have posters and flyers designed to use on hard copy and in social media. I turn over basic information into what I need for an event to Design Group Consulting and they work their magic to create AMAZING designs for my events. Dannet and her staff are so easy to work with and willing to help in any way possible. They make adjustments and suggestions to be sure we are completely satisfied with their product. They are excellent to work with. – Craig Annen, Manager **HSV POA** Coronado Community Center

Working with Designs Group Consulting has been a great experience. I gave Dannet my vision and information and her Team made it look better than I could have imagined. Besides that, they were quick friendly and responsive. Awesome!!! - Terry Wiley, Cultural Programs Manager, **HSVPOA**

DGC has proven to be a great find. The quality of their work is second to none, their responsiveness and timeliness is unmatched by those we worked with in the past, and their creative talent a boon to our graphic design needs. I highly recommend DGC. - Charlie Brown, Lifestyle & Outdoor Recreation Manager, **HSVPOA**

In 2018 the Hot Springs Village Players (HSVP) contracted with Dannet Botkin, President of Designs Group Consulting (DGC). The contract included managing our publicity, enhancing and administering our website, revamping our newsletter and expanding our visibility through social media formats. In a nutshell, DGC catapulted our organization from a cassette tape world to a DVD world. These improvements bolstered our exposure, resulting in an increase of audience members attending our productions. Additionally, through strategic marketing we also gained new HSVP members. Dannet and her staff are professional and easy to work with and that is why in 2019 we renewed our contract with DGC. - Vikki Powell, President, HSV **Players**

Going with DGC to develop our public image, promote our productions, and educate the public about our organization is undoubtedly one of the best moves the Hot Springs Village Players has ever made! Dannet's close, hands-on relationship with us while her team works on bringing us to the fore in the new age of social media presence has energized and reinvigorated our efforts to move forward with enthusiasm and renewed creativity. DGC is the best PR ally I could recommend for any company or organization. - Cathy Kraus, President, The Hot Springs Village **Players**

Dannet, thank you and DCG for developing the website and Facebook page for the Hot Springs Village Concerts Association. The hard work by you and your staff gave the association a much needed and ongoing professional presence in the social media world. – Milton Barber, **HSVCA** Board Member

Dannet at Designs Group Consulting and everyone on her team is incredibly talented and creative. The ad designs are elegant and impressive and certainly grab one's attention. Not only do they master the creative element, they handle every aspect of communicating with the various publishers to ensure perfect sizing and display characteristics to satisfy each publication. Working with Designs Group Consulting has saved me countless hours normally spent trying to meet design deadlines and approvals. - Christine Fimbres, **Hobert Pools & Spas**

I have had the pleasure of working with Dannet on different projects for non-profit organizations over the years. There is one project that stands out because of her willingness to step in and use her time and talent to make a difference.

The Village Loan Closet (formerly the DeSoto Nurses Association) is a non-profit, all-volunteer local organization that lends (free) medical mobility equipment to Hot Springs Village residents. In 2016, the VLC board changed and there was emphasis put on the need for sponsorships to raise money. This led to a meeting with Dee Dixon (volunteer coordinator), me and Dannet. We agreed to move forward with creation of a website,

Facebook page, press releases and printed flyers and rack cards to promote VLC. Dannet served on the board as President for the first year to help us move forward. Collaborating with board, Dannet created sponsorships to improve visibility and generate donations. One of those projects as creating the Sponsorship Board which is proudly displayed on the wall at the VLC. In addition, we have a display in one of the front windows that lists any new sponsors. She interviews and writes interest stories on the board members, volunteers and people who use the VLC. **Because of her ability to market the VLC, we now have a strong financial position.** This allows us to keep the lights on and to do what we love most, give scholarships to deserving nursing students at National Park College.

Dannet is easy to work with, can take an idea and make it a reality. She is committed to what she does and is a phone call away. Without her marketing and communications skills, the VLC would still be in the red financially.

Last, but not least, Dannet is a friend. –Melanie Pederson, Chair Village Walk for Cancer Research Committee and **Village Loan Closet** Board Member

We have absolutely loved working with Designs Group Consulting. They have taken a very personalized approach to marketing, going to great lengths to provide the best and most successful marketing strategy for our company. They are always quick to respond when I email, text, or call with a question or need. They are innovative, creative, and very experienced ...simply the best!

Natalie Ray, RN, APRN, CRNA. **Aesthetics Concierge of Texas**

I would like to send my thanks and gratitude to Dannet Botkin and Designs Group Consulting for her creation of the Hot Springs Village Pickleball Club new Website.

Her patience, skill, knowledge and creativity showed as she expertly guided us through it and the results are wonderful.

We went from an outdated unfriendly mass of stuff to an easy flowing, mobile friendly website that is informative and very user friendly. Thank you. - Ian Tompkins HSV **Pickleball Club**

DGC has done a fantastic job of improving and maintaining our social and web presence. Their service and response time far exceed my expectations every time! - Greg Jones, **Beehive Neighborhood Hangout**

Designs Group Consulting has been working with me and my real estate business for over two years and I can honestly say that they have been a pleasure to work

with. They are always quick to reply if I need anything and they have always given 110% when promoting my business through all the social media platforms. I would highly recommend them to anyone starting a new business or an established business just trying to put on a fresh face. - BJ Conner, GRI, RCC. Associate Broker, **RE/MAX** of Hot Springs Village

I have had the pleasure of working with DGC for a few years now and have been happy with the service Dannet and her company provides. It's been great to see the services offered continue to grow, keeping up with current trends and technology; I can always count on DGC when I am looking for new or alternative ways to market my business! Highly recommend talking to DGC to see what they can do for you! – Kathy Sherman, CRS SRES Executive Broker with Team Sherman, **RE/MAX** of Hot Springs Village

My Company has been in the Waste, Recycling and Energy Consulting business since 1998. Although we have always enjoyed a referral driven Client base, we are told that we MUST engage Social Media and the Internet to introduce our new Medical Waste Disposal System.

Keeping in mind that I am Old School, and admittedly, way behind the current technological curve, I had NO CLUE as to how to navigate the tech world of connecting with my targeted audience.

Enter Dannet and her Tech team! Taking immediate action, DGC cleaned up my website making it WORK! Then set me up with LinkedIn, Facebook, etc. Now everything connects and talks to each other. I am getting excellent exposure for my new System. DGC is handling EVERYTHING, and I could not be more excited, and Thankful for their professionalism and guidance thru this new world of doing business.

I have NO time to monitor all that is involved with Social Business Media. DGC **handles it all** for me, so I can attend to my business. I cannot express adequately enough how happy I am that I “connected” with Dannet and the DGC Team. - Bob Kulas, Owner / **Regency Services**

Design Group Consulting has helped us manage our social media and website for the last 2+ years and we couldn't be more satisfied. They have also designed many pricing books and sales presentations for us with an amazing turnaround time and very affordable rates. The owner is very involved and personable, she always makes doing business with DGC a very pleasant experience. We greatly appreciate Dannet and the DGC team. ~ **Standridge Heat & Air**, Katie.

Dannet and her staff have been great. I have worked with them for the last two years and they get things done for you. Their marketing programs are outstanding, and their service is great. - Ray Clem, Associate Broker, **RE/MAX** of Hot Springs Village

As a longtime client of Design Group Consulting, I am extremely pleased with the professionalism of the products and service. I do not have to worry with details and distribution of the branded message I want delivered. They are very easy to work with and quick to grasp the idea and put it into action. - **Deb Seibert**, GRI Hot Springs Village Real Estate

As a small, family owned business with no computer, fax, etc... we appreciate the services from Dannet and staff at Designs Group Consulting. We receive amazing assistance with all our advertising, website and social media needs in a very timely way. Being "challenged" with technology, makes their service invaluable. – Suzy Bridges, **Arkansas Alligator Farm & Petting Zoo**

I was very impressed with the swiftness, professionalism and tailored services that Designs Group Consulting offered to our real estate company. We wanted to stand out and be original in a market that is heavily saturated with real estate professionals. Dannet sat down with us and gathered information about our company as well as our ideas to develop a website and print materials that were cohesive and represented what we were looking for. When we requested any modifications, she was quick to respond and deliver. Although Designs Group Consulting has continued to grow in services, I still get the prompt service and attention that I loved about her company in the beginning. I would highly recommend all her services for any type of business. - Shawn Futch, Office Manager, **Big Red Realty**

Dannet Botkin and Designs Group Consulting have done an excellent job revising my websites, developing new business cards and brochures for me, and setting up my business Facebook account and my power point presentation. Dannet has an excellent marketing and social media background and outstanding skills in all areas of marketing. Her assistance, guidance and follow through have been exceptional. – **Chuck Miller**, Success is Achievable

A good marketing team prepares materials, timely. A better marketing team adapts to change. The best marketing team anticipates needs and creates before you ask, knowing your vision. DGC is a sound financial investment and extension of our operating team. – Annie Dyer, **KVRE 92.9 FM**

Dannet Botkin and her company, Designs Group, are a game changer for small businesses.”

Over the past several years, Dannet has brought to life my Hot Springs Village company, Village Villas Vacation Rentals by updating our website, created our Social Media presence, developed a new referral base through email communications and redefined our print media. Additionally, Dannet has strengthened our local presence by executing a niche marketing plan with local associations, clubs and social groups.

As a small business owner, I do not have the resources, knowledge and networking skills to execute a coordinated marketing plan using the internet, social media and print media. DGC can accomplish projects in days that would take me a year to execute.

Dannet and the DGC team have skillfully taken full ownership of our branding concept for Willow Beach Motel, an original lake front motel on Lake Hamilton in Hot Springs. Our desire was to modernize the original design from the 1960's for the motel and develop our web site, create a social media presence and update our print media design. The branding is an artful blend of old and new that attracts new customers while maintaining our repeat customers desire to return to their vacation destination that they have enjoyed for years. Two different markets, two different customer groups, two different marketing plans and roll out. All handled in a timely manner with a refreshingly pleasant communication style.” - Kurt Hogaboom, Ph.D. – Owner, Hot Springs Property Management, LLC dba, **Village Villas Vacation Rentals**

I had a website for my series of books, *Fanfare for a Hometown*, designed several years ago. Although the website was well done and effective, a major re-design was in order. I looked over a variety of websites and found several excellent ones that shared one thing in common: Dannet Botkin at Designs Group Consulting designed them all. I contacted Dannet, and she listened carefully to my needs. The finished product surpassed my expectations. The turnaround time was amazing and her creativity exceptional. Dannet's professional courtesies throughout the process were also greatly appreciated. My new website is eye-catching, informative, and easy to navigate. I give Dannet my highest praise and Designs Group Consulting my strongest recommendation. - **Rick D. Niece**, Ph.D.

Management Testimonials

I've known Dannet Botkin for over 20 years. I had the privilege of working with her when she was the Executive Assistant (and Account Executive) to Doug Leeds, the CEO of

the most well-known successful POP Advertising Company in the world. Thompson-Leeds Co. That alone should tell you Dannet was an invaluable and trusted employee. Her ability to find solutions and implement new ideas which would benefit any company would certainly make her an asset to my business. And any company. To this day I use many of the ideas she shared with me and the staff at Thompson-Leeds. Dannet is a thinker, problem solver and willing to do whatever it takes. I would welcome her on my team anytime. - Steve Block, CEO - Magical Premiums, 516-642-3311

Dannet was my manager at Milltex Group in NYC for many years. She was the most inspiring manager I ever had. She always knew how to motivate me so that I not only reached my goals, I exceeded them. Her inspiration and believing in me are the best traits a manager could possess. – Kindra Miller, stylebykindraspirit@gmail.com

Dannet Botkin is as visionary a leader as she is a marketing consultant. As the President of DGC, she has gathered and trained a diverse group of talented team members who provide businesses of all sizes with the proper tools to grow. She motivates through positive reinforcement and praise, encouraging others to achieve their best. An accomplished multitasker, Dannet sets goals and meets deadlines for her diverse portfolio because of successful time-management skills and prioritization. In addition to being a successful business manager, Dannet is an asset to her community through volunteer leadership and philanthropy. Those fortunate enough to work with Dannet are inspired by her positive energy and impressive business acumen. - Sherée A. Niece

I have firsthand experience with managers and owners who absolutely cannot navigate directing remote teams, but Dannet has really mastered that art. She is always extremely communicative, available, quick to respond, approve and send files. Most importantly, she takes the time to let us know we are appreciated. It's truly a management feat considering we're not even in the same state! - Nancy Diedrichs, Digital + Video www.nancydiedrichs.com 859.533.2873

Leadership Testimonials

I first worked with Dannet Botkin when I hired DGC to build a website for me. Throughout that process, she exhibited an in-depth knowledge of the online marketing world. Her expertise promoted an efficient, streamlined business relationship. Her willingness to educate me as an end user, in an easy-to-understand manner, increased my admiration and trust in her.

Having the opportunity to work on the DGC team, I continue to be impressed by Dannet Botkin's accessibility. While she advertises business hours of operation, she readily responds to email, seemingly 24-hours a day. She is responsive, complimentary, and energetic. I appreciate her positive management style: ever encouraging, motivational, and enthusiastic.

Through a hands-on approach, Dannet actively strategizes with customers, listening to their needs. She develops plans that ensure future success. Her awareness about and mastery of marketing techniques and trends benefit her customers in this ever-evolving world of advertising, promotions, and publicity. ~ Sherée A. Niece, DGC team

When Dannet Botkin envisioned Design Consulting Group, she saw the value of assembling an expert team of freelance writers, graphic and web designers, videographers, marketers and media strategists from throughout the country, working together to provide businesses with all the tools of a full service agency. The result is a company that integrates every aspect of the marketing process to help clients achieve success. I've been working with Dannet on a wide array of projects since 2016, and am very impressed with her energy, her ingenuity, her organizational and management skills in leading our creative team. She listens closely to clients' needs, making sure every detail is considered and every project is seen through from concept to implementation, every step of the way. She is a dynamic, high energy leader who expects and inspires the best from her professional team. -Melissa Palmer, DGC team

Dannet Botkin has commented, when asked to give advice to prospective entrepreneurs and small business owners, "Treat your employees like they should be treated, they are your #1 asset." Her management style reflects this as she makes communicating her appreciation to her employees a priority. Her expectations are clear, and she is very supportive and approachable, so the lines of communication are always open. This creates a spirit of teamwork, successful collaboration and the result is a team of satisfied employees who value Designs Group Consulting, and perform their duties with quality, pride and excellence! – Robin Burns, DGC team