



Group A2Z is a partnership comprised of Marketing, Design and Communications professionals who are passionate about leveraging our broad experience and expertise to help you retain and grow your business.

Retention and Growth Marketing

Customer retention has a profound impact on profitability. In fact, retaining even 5% more customers can result in an increase in profits of up to 85%. We customize our retention marketing strategies and programs to meet the needs of each specific client. Focusing solely on existing business however, can be limiting. Our team designs programs that strike a precise balance between retention and growth marketing. And, as a trusted partner, we work closely with each client to monitor economic, market, competitive, and consumer trends, and adjust the program balance to ensure our clients' businesses thrive.

Core Capabilities

- Strategy – Brand development, strategy, implementation, market and competitive analysis
- Communications – Content strategy and development, media and analyst relations, communications, thought leadership, author and speaker programs
- Direct Marketing – Customer and partner communications, community outreach and relations
- Digital Marketing – Content strategy and development, social media, website design/re-design, mobile communications, apps
- Product Marketing – Campaign concept, design, feedback, evaluation metrics
- Graphic Design – Print, digital and audio visual

Our Professionals

Bonnie Quintanilla - Brand and content marketing strategist. Masterfully asking the questions that get to the heart of a company's business goals, fuels innovative content strategies and compelling stories to engage audiences and drive profitable behaviors. Accomplished in developing captivating, persuasive content to support all marketing programs.

Phyllis Grabot - Events and media relationship specialist. Expert in securing independent advocacy from key media and industry analysts that drives preference among clients' customers. Maintains decades-long and new influencer relationships with finesse. Adept at conceiving, planning, and implementing events - from A to Z - that meet the specific objectives of our clients.

Kerby Lecka - Strategy, design, branding, infographics. Always asking the "Why?" questions to ensure that any marketing effort ultimately reaches the targets and builds awareness, preference, loyalty and action.

Joe Cibere - Use of design to speak directly to customers and stakeholders on a personal, emotional level. Instills passion into brands by uncovering their "essence" - why people should care. Well-versed in communicating complex ideas and connections with simplified "Infographics" that help audiences develop an understanding of core messaging and information.

GroupA2Z is a veteran and women-owned partnership.

Our Approach

Our team combines brand strategy, marketing, communication and design to drive programs that support business goals, growth and customer retention.