Mike Ortoll Testimonial for Orange Carrot Transcript

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Introduction and Orange Carrot Partnership

Hi, I'm Mike Rotole. I am an entrepreneur and my charity is a client of Orange Carrot. We advise businesses that we have had investments in. And I think that's the thing that makes me very different than others is when we advise in an area, we've actually owned assets in that area.

I felt that kind of thing with Orange Carrot. They were advising me on things that they knew really well. Fundamentally, as an entrepreneur in a business, the biggest challenge we had is to let go.

Trust in Expertise and Marketing Guidance

In our profession, we're very analytical. We have to look at metrics and data. The comfort I got from Orange Carrot's team is that at all levels, at the senior level and even at a lower level, everybody was engaged and everybody contributed to me being comfortable that we had a great marketing plan.

And the aptitude that your team had is I felt comfortable in giving you guys more and giving your guys your Team Orange carrot more meant to that I could sleep at night by saying these are the things that i want to hit and you made it important for me to realize that Mike this is the investment you need to make in marketing.

Building a Strong Marketing Foundation

The first thing you guys did as I shared before was you, Orange Carrot gave me the foundational piece of Mike here's all the social media and all of the assets you have.

And to today, we have that same schedule, just with, you know, obviously different passwords today and that such thing. But all the things we created are still in that foundational piece that you helped create for us.

We were all over the place before we started business with Orange Carrot. So there was a tremendous amount of peace of mind that I had with the talent on the Orange carrot team.

They knew the business and marketing well, and they gave me the metrics to really measure how well we were doing or what we needed to tweak. and I needed that.

Peace of Mind Through Metrics and Team Engagement

Yeah, I mean, our PEO brokerage is focused, it's largest in the country, but it focuses on helping a client focus on their operations and let us focus, focus the things that you don't want to get into business for.

You don' want handle HR, you dont' wanna handle insurance, You wanna go ahead and do business with somebody else who knows those subject matters better than you do and can use economies of scale to give you a better price point.

And by Orange Carrot, I thought I was getting that. What we're doing well, what we needed to tweak, we would be on the phone and we'd zoom, whatever we have to do to customize, always to be able to hit our goals.

They were constantly changing. Every time I got on a call, on zoom call with the team at Orange Carrot, I felt that whoever was on that call was engaged and helping our business.

And that's not normally something that you see. We went through a couple different vendors until we got it right and we found Orange carrot.

Customized Support and Business Alignment

I earned their respect and their trust real quick and that was important. and they showed me what they were doing throughout. So it made me comfortable in outsourcing to them even though they weren't a public company or a couple hundred people firm.

Their firm was big enough, yet more importantly strong enough with really good people that wanted to help me succeed at what I did. And it's nice to have a vendor partner that helps you do that so we can get to those goals.

I think as a business person, whoever is running it wants peace of mind. So when they use an outside vendor, they want peace and mind and at the end of the day, you have to be comfortable.

You've got to trust in that team and comfortable they can deliver and I felt very comfortable with the team at Orange Carrot.

Vendor Trust and Final Recommendation

I would highly recommend Orange Carrot as a digital consultant because of the organizational structure, the depth of their team, their communication, I was always in the know, and their subject matter expertise.

They have tremendous acumen in digital consulting. So I definitely recommend orange carrot as your digital consult partner.