

CUSTOMER SPOTLIGHT:

# STEF'S EVENTS

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HOW ONE ENTREPRENEUR  
FOUND THE RIGHT WEBSITE  
SOLUTION

**register.com<sup>®</sup>**



There are people who are highly organized and detail-oriented, and there are others who take these disciplines to seemingly unattainable levels of productivity . . . people like Stefanie Dozier. “When I went out on my own as a young adult, I became that very organized person,” she says. “I was a list maker and tireless goal setter.” Thanks to a well-planned approach, Stefanie transformed her organizational skills into an entrepreneurial venture of marketing, event and travel planning. Next on her list? Continuing to bring more structure and satisfaction to her clients’ personal and professional lives. This is how she made her plan a successful reality.

## THE SITUATION

### Her Biggest Event? Her Own Business.

After founding what would become **Stef's Events** in 1999, her clients quickly showered her with rave reviews that gave her the inspiration to expand.

"After organizing so many events, it became natural to add travel planning to my offerings to provide everything my clients needed in one easily accessible space," she says. Never one to sit still, Stefanie also branched out to add corporate marketing and event planning to her valuable skill set. "My business has changed and morphed over the years but one thing that has stayed constant is a focus on creativity," she says.

"Whether it's a brochure for a corporate event or planning an amazing travel itinerary, it all goes back to having a well-thought-out theme – that is an essential element for success," she adds. An early adopter of online technologies in the 2000s, Stef had an epiphany one day while owning and operating a small event planning company in a nearly empty mall. "I realized that more people were beginning to shop online and I wanted customers to be able to find me on the internet," she says. The web builder solution she found would surpass her expectations and her high standards.





## THE REGISTER.COM SOLUTION

### Discovering a Well-Organized Website Solution

After conducting detailed research, Stefanie found that Register.com came highly recommended and seemed to fit everything on her want list. "The Register.com web builder was easy to use with no web programming skills required," she says.

"I loved being able to quickly and easily interject my creativity and organizational skills into my website. It was one of my easiest projects ever."

### An Engaging Website That Checks All the Boxes

**"Register.com helped me create a website that is seamless and unforgettable."**

With the Register.com website builder, Stefanie was able to effectively merge her series of complementary businesses together into one easy-to-navigate site. "In my line of work, there is a lot of scrambling and hard work behind the scenes but all you want the client to see is great results," says Stefanie. "In the spirit of this approach, Register.com helped me create a website that is seamless and unforgettable."

## *Talented, Accomplished, Prepared*



### *Experience*

Stefanie has 20 years experience in a variety of creative positions, including Marketing, Events and Travel Management.



### *Creativity*

Stefanie's creative experience includes content creation, photography, graphic and media design, and ad placement.



### *Award Winning*

Stefanie has earned numerous awards throughout her career for her work performance and dedication.

## THE BENEFITS

### A 20-Year Success Story

After working with Register.com for over 20 years, Stefanie says it has been a productive and stress-free partnership. "I have worked with Register.com through the years because of the innovative services they offer, their expert customer service and outstanding pricing," she adds. "During this time, I have never had an issue with any of my websites, and I have designed several, for myself and others."

One of the best parts of the relationship for Stefanie is that the web builder has continued to grow with the needs of her business. "I love the new website builder and have used it recently to update my site," she says. "It was easy and my site looks even better. I also love the backend programming for Google Analytics that helps me to see how well my website is performing and to make adjustments to attract more qualified leads."



## Planning for an Even Brighter Future

### Navigating the Coronavirus Challenge

Like almost everyone, the coronavirus has affected Stefanie's business, her clients and the industries she is focused on, but leave it to Stefanie to find opportunities in this challenge. "I was really on a great path when everything just came to a halt this year but I am not alone and I know we are all here together," she says. "Until things improve, I am learning and improving my skills. I'm spending a lot of time volunteering and managing a homeschool group and that is keeping my mind busy, happy and focused."

Stefanie also says that being online for so long and working autonomously also has its advantages. "Many people are adapting to online meetings and the virtual workplace," says Stefanie. "I have been doing this for years and it has given me the opportunity to work with clients around the nation and world. Being comfortable with online technologies has become a necessity."





## Using a Strong Online Presence to Overcome Every Obstacle

Stefanie says she is continually refining her website and even now uses a section of it to interact with her homeschooling group. While she stays busy making the most of her time, Stefanie never loses sight of regaining her competitive edge with her event planning and travel business. She also says it's comforting to know that Register.com will continue to play a role in her success. Using the easy online tools, from the website builder to professional email and domain protection, has continued to build her confidence online.

"My mind is crisp and my energy is high," says Stefanie. "With my website and Register.com behind me, I will be ready to take on all the potential clients and amazing new projects that come along in 2021." As Stefanie continues to organize and build the next chapter of her success, **Register.com** will be there for her and all of our clients to make it happen. Isn't it great when a well-organized plan comes together?

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