

Milly Keeler

Owner, Keeler Laboratory
Consulting
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Erie County

Industry:

Laboratory Consulting

Year Founded:

2011

SBDC Assistance:

Branding

Additional Partners:

Jodi Staniunas-Hopper,
Chair, Mercyhurst
University Graphic Design
Department and students

Gannon University SBDC

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Lab Consulting Firm Gets Fresh New Look Courtesy of Graphic Design Students

Keeler Laboratory Consulting is a laboratory consulting firm in Erie, PA.



"Thank you so much to Jodi and Amanda for your assistance/guidance through this process. This has been an amazing opportunity and I'm so pleased with my new logo!" – Milly Keeler,
Owner

Entrepreneur Milly Keeler is the owner and operator of the business in addition to being the only consultant on staff. Milly initially came to the SBDC with a goal of mastering

Facebook promotion for her business and more recently, of establishing a new, more professional looking logo for the company.

Milly's company assists medical and research laboratories with meeting proper compliance standards. It is crucial for labs to not only meet the standards for compliance purposes but also to ensure that samples aren't contaminated and results aren't impacted because the lab testing process wasn't managed properly.

With the help of a team of students from Mercyhurst University's Graphic Design program through a partnership established several years ago, Milly went through the process of having a new logo designed for her business. From an initial meeting with the student designers, Milly was approached for input in nearly every step of the process.

At the conclusion of the project, Milly was provided with a new logo design and was given several examples of applications for it including on letterhead, business cards, and on bags that she can use to transport her inspection materials and checklists. Milly fully embraced the new design and has since begun to implement it across all marketing materials. Her next project is to create a website around the new design.

In addition, Milly has determined that she will be seeking to expand her public speaking and conference appearances over the next year or two. Milly has presented at several industry conferences and published a few papers on laboratory safety and procedure development. She'd like to expand that side of her business and she believes that will be the best way to get her name in front of more prospective clients and position herself as an expert in the laboratory compliance industry.

Milly will continue to seek help from the SBDC related to building her marketing strategy with the creation of a website and other marketing materials as well as a focus on her LinkedIn presence to build her professional network as a public speaker and author.