

Kim Slaughter

Owner/Graphic Designer - The Blue Focus

Central Arkansan Kim Slaughter returned home in 2014 with a business goal centered around growth and potential in Conway, and maybe a little childhood magic for good measure. Kim Slaughter established The Blue Focus, unofficially in 2008, while working as a business consultant. She officially launched the full-service marketing firm in 2010 while living in Dallas. The Blue Focus offers marketing consulting, Facebook marketing, graphic design, videos, printing, apparel, and promotional products. "I decided to move back to the state I love so much to be close to my aging parents and childhood friends," Kim says. "I first chose the city of Conway because of the rapid growth the city has experienced over the last decade. When I looked at homes here I soon fell in love with the people and the beauty of Conway, especially downtown." The Blue Focus is a product of Kim's education, earning a Bachelor's Degree in business administration with a focus on marketing, and her experience in the field. But maybe there's something in that childhood magic that made sense, too.

"I would say what makes me the happiest is when I was little, I would watch 'Bewitched' and say to my mother that someday I wanted to work for an ad agency," Kim says. "Starting The Blue Focus has made it possible for me to live out my childhood dream. (wiggles nose) "In 1998 I started my first business, Prism Marketing and Management, a consulting firm focused on medical practices," she says. Over the years, she has been published in many trade journals including Optometric Management, 20/20, Dentistry Today, Veterinary Practice, and Women's INC. She is also the organizer of the upcoming networking event "Conway The Road Ahead" and is very involved in Conway's business networking scene.

As for her strategy in business, Kim points to creativity and a unique way of thinking outside the box with a strong feminine influence. "My instinct to be nurturing pushes me to constantly strive for perfect and flawless customer service skills," she says. "However, I can waste some time being a little too 'chatty' with customers, but I love to help people even if they don't do business with me."

But Kim's people-loving personality is also a driving force behind her involvement in special causes and really, everything she does. "I am the founder of Blue Mercy a charity that's helps the elderly in nursing homes," she says. "I have worked with the Bethlehem House, Deliver Hope and teach Facebook Marketing at UCA." "My goal is to build more relationships here in Conway, grow my business and help others grow their business. I feel Marketing is a great industry for the imagination a women can offer. I love mentoring college students studying marketing and hope to pass on the thumbs up button some day."

