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FLEXIBLE TEAMING

AVIsion's core network is based in Syracuse NY, Melbourne and Fort Myers FL, New York City, San Antonio and Austin TX, San Francisco CA, Los Angeles, and the Washington DC metro area. We draw upon a network of experts from around the country and the globe to appropriately serve our clients.

*It allows us to be nimble and maintain low overhead —
a benefit we pass on to our clients' budgets.*

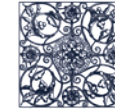


AVIsion

management ▪ technology ▪ marketing
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AVIsion

marketing **services**

strategy
technology
management



AVIsion

Get the most out for your marketing dollars.

Marketing Campaigns

Increase revenue or program success by monitoring performance of information pushes and campaigns sent to partners, staff, prospects and customers. Our methodology allows a program within any function to deliver the right information to the right person at the right time. We determine if the message was viewed or acted upon to measure performance of the program.

We can also identify the non responders and revisit or continue to “nurture” the relationship.

The application of this methodology in a sales and marketing scenario is a highly affective, measurable tool set to leverage a tight budget with complex communication requirements.

By tailoring messages to different audiences and segments, and then qualifying them through rules, a sales team is able to put resources to real, warm leads, increase leads, and shorten the sales cycle.

MANAGEMENT TOOLS

Collect results and score interactions that each target has with your organization. Our scoring methods enable companies to configure and change rules that work in specific situations. Prioritize results and leads, then route them correctly. Once a score hits a certain level, a series of next steps can be automated so the lead continues to move along to the appropriate person or department. Lead ratings and status automatically updates based on score. Notify personnel (e.g. sales) while simultaneously pushing the event and its associated information into the desired system (e.g. CRM). Prioritize events based on their behavior and determine how each should be evaluated. Some interactions include email response clicks, videos viewed, campaigns, pages visited, time spent on each page, tradeshow visits.

NURTURE COMMUNICATIONS

Some viewers may not be ready to make a decision or take an action. In this event a drip communication method continuously engages the audience. Send out targeted emails based on conditions, or, over a period of time in order to nurture leads until they are ready act. Setup a series of conditions and actions to automatically send out personalized and targeted emails through the lifecycle of the program. Determine which leads are actively interested in your products, how they reached the website, and what features they're most interested in learning about. Identify and monitor unidentified prospects in real-time. Gain insights, such as what products and services a specific company is looking to buy by analyzing their page views and search terms.

GET THE GREATEST ROI

Manage, execute, track, and measure initiatives to maximize budget and increase the ROI. Determine which campaigns, scoring rules and drip programs were most successful. Report on leads remaining in the nurture bucket. Analyze which leads have become qualified opportunities and eventual sales. ROI reports help determine where to reinvest dollars and which activities generate the highest quality results. Landing pages, forms, surveys and personal landing pages get the most out of campaigns. Surveys provide another mechanism to engage with end users and to incorporate answers into further intelligence about the target audience. Send out emails and link to engaging surveys.



OUR COMPETENCIES

We are business executives, academics, and engineers who have success in our fields:

STRATEGIC PLANNING

CREATIVE & SOCIAL MARKETING

LANDING PAGES & MICROSITES

PURL GENERATION

LIST SELECTION & MANAGEMENT

DYNAMIC CONTENT & TRACKING

RULES ENGINES

BUSINESS ACTIVITY MONITORING

NOTIFY & ALERT OTHER SYSTEMS

VISITOR TRACKING

BUSINESS INTELLIGENCE

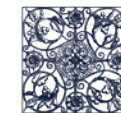
STATISTICS & ANALYTICS

ECONOMICS

EMERGING TECHNOLOGIES

PROJECT MANAGEMENT

SOFTWARE DEVELOPMENT



AVision

No matter what the functional use, we couple our methodology with appropriate technology, subject matter experts and embedded best practices, to guide programs through activities, such as campaign tracking and scoring; setting up drip marketing and email campaigns; measuring and tracking ROI; automating nurturing processes; and more. We help our customers execute campaigns and information programs while understanding their specific process and objectives.

WE'VE WORKED WITH A DIVERSE CUSTOMER BASE. HOW CAN WE HELP YOU?

Intimate knowledge of industries, organizational cultures, technologies, and marketing approaches gives AVision a deep repertoire.