



# Digital Communications

## Give the power to the people

Forward thinking marketers understand that the customer is king. That's why we develop and program customized client solutions that enable brands to capture their customer's communication and content preferences and provide the consumer with a "pull" approach to marketing. THEY choose how they want to engage with your brand and we'll respond with powerful permission-based marketing programs that deliver outstanding return on investment.

Our all inclusive offering includes software and technology infrastructure that supports a comprehensive array of communication channels and Internet tools that ensures you make a meaningful connection with your customers no matter how they prefer to communicate. We design and deploy programs that address a range of client needs including cross-channel marketing, triggered communications, customer opt-in messaging, and mobile marketing solutions.

Our capabilities include:

### > Text Messaging

Interact with your customers and prospects using the anywhere convenience of mobile messaging. According to the CTIA, US consumers send 184 billion text messages every month making text messaging a powerful component of any customer care or marketing program, and easily integrated using our cross-channel platform.

### > Email

For detailed communications and messages that include links to supplemental web content, email remains the "go-to" tool. Coupled with our database management capabilities, we will improve the performance of your email marketing and optimize your budgets.

### > Voice Broadcast Messaging

Studies prove that audio communications inspire greater recall and stimulate emotional centers of the brain unlike any other communications channel. Our sophisticated technology and flawless compliance record ensure your programs engender a positive customer experience and deliver the results you're looking for.

### > QR Codes

The quintessential cross-channel strategy that puts the customer right where they want to be - in control of the process. Quick response codes enable you to drive customers to content of particular interest, while providing a tool for understanding who is responding and measuring ROI on media expenditures.

### > Personalized URLs (pURLS)

An important strategy in one to one marketing campaigns, pURLS deliver personalized content making your call to action more compelling. Let's discuss how you can engage with your customers by directing them to their own unique landing page and realize advantages in data collection and program tracking. PURLS can be included in voice, text and mail messages, as well as in digital print communications.

### > Micro-Sites

As a component of an integrated campaign, we make it easy to stand up a separate, standalone site featuring focused and relevant content to targeted audience segments. Designed for short-term deployment or to accompany specific media campaigns, we can build and host your micro-site giving you complete control, measurement capabilities and the ability to meet accelerated timetables.

### > Mobile Apps

Customer engagement options abound on the mobile platform. Let us design and build a mobile application that becomes the cornerstone of an integrated marketing campaign or a customer service solution that keeps your brand in the hands of your customers.




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*"Their systems are very refined. Everything seems to flow well. Everything they've put together has worked in a very systematic way. That's why it's getting a lot of visibility."*

- Marketing Associate

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