



## **VIRTUAL INTELLIGENCE PROVIDERS, LLC**

### **Branding and Media Services**

#### **Consider our Consulting Services:**

- Corporate Image Design
- Corporate Branding and Media Services
- Domain Reservations
- Corporate e-mail Account Management
- Hosting
- Internet Marketing
- Search Engine Optimization
- Advertising
- Strategic Planning and e-Marketing Strategy
- Website Programming
- Website Design
- Website Marketing
- Collateral Development
- Brochure Publication
- Electronic, Printed or Web-Based Catalogs
- Business Letterhead and Envelopes
- Business Cards
- Market Research
- Telemarketing
- Web Statistics Tracking
- On-Line Product Survey

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IBM did not invent the computer; Sperry Rand did. IBM, however, was the first company to brand and market a "computer-based idea" in our minds. We now believe, and agree that innovative ideas such as Google, Yahoo, and eBay had the best chance to become overnight Brands. However, this is not the case. Any aesthetically designed website has a chance to become a brand if we could only solidify its identity. This is what we call "Branding and Media Services."

Your website is like any store. The best stores are those where people work hard everyday to introduce new products or just actively plan for better sales and marketing strategies. The organization and flawless navigation of your website is key to your customers experience.

At VIP, we want you to be successful in your sales and marketing efforts. Our marketing consultants can assist you with the creation of a remarkable, solid brand website. Your website is a reflection of who you are and what your customers to perceive you as.

## **OUR BRANDING AND MEDIA SERVICES METHODOLOGY**

### **1. Analyze**

We start with Market Research and Information Gathering. We analyze your products and services and we create and/or optimize its brand effectiveness. We examine your business including: Market, industry, and customer base and we quickly identify several preliminary "Hidden Brand Identities" for your products or services.

### **2. Planning**

VIP will help you create an "e-Marketing Strategy" that starts with the design of your worldwide website, followed by results of the analysis, plans, and collateral materials to support your marketing efforts. This plan is built as a customized solution and it is totally proprietary to your company.

### **3. Positioning**

Product positioning is the essential ingredient of Branding. We conduct competitive analysis on weakness, and strengths as a basis for building a successful business strategy and a Brand. Our competitive analysis leads to improved product positioning.

### **4. Target**

The results of our preliminary analysis include lists of targeted customers and more exposure through your website. We test our branding concepts for each of your products or services, and we continue refining them if we need to. This is a continuous process and VIP provides excellent customer support services to maintain and upgrade your website as often as required.

### **5. Expansion**

We identify market expansion potentials by suggesting alternate representations, partnerships, affiliates, or distribution channels in the U.S. or abroad.

### **6. Finalize**

We fine-tune, change, polish and reevaluate as necessary, to make sure your plan is well rounded and you are positioned to generate growing revenues. Once we're finished with our part of the process, our clients go on to successfully managing their strategy.