

**Direct Marketing**



Hitting your target.

## WHAT IS Velocity<sup>™</sup>?

Velocity is defined as change through speed and direction. Through Innivity's customized proprietary program for direct marketing solutions, branded Velocity<sup>™</sup>, you're given a strategic plan with speed and direction at its core.

Efficiently.

## BREAKING DOWN Velocity<sup>™</sup>

### Speed.

With the right people, process and technology, Innivity has the speed required to exceed expectations. Our direct marketing team seamlessly integrates online and print with a combination of experience and flexibility.

### Direction.

Innivity ensures your strategic marketing goals remain the focus of your project through the creation of a thorough plan and creative brief, with regular consultation with key stakeholders.

The result of Velocity<sup>™</sup>: print and/or online solutions strategically produced with your organization's growth in mind.

Effectively.

## Velocity<sup>™</sup> = RESULTS

- ▲ Increase awareness
- ▲ Increase sales/donations
- ▲ Increase brand loyalty
- ▲ Increase foot traffic
- ▲ Increase website traffic
- ▲ Generate *results!*

## PRINT

Print technology has evolved. Today, digital printing offers you on-demand printing, shorter runs and further-customized marketing and print materials.

## ONLINE

With permission marketing through e-newsletters, websites and social media tools, you can personalize your message in a cost-effective way and track every click those in your database make.



## INTEGRATION



*Results!*

## DIRECT MARKETING RESULTS IN Velocity<sup>TM</sup>

Whether online, offline or a seamless integration of both, the direct marketing process with Innivity's Velocity<sup>TM</sup> is designed to achieve results.

- 1 Examine current situation
- 2 Identify desired results
- 3 Establish budget and timeline
- 4 Determine strategic recommendations
- 5 Develop creative concepts and messaging
- 6 Implement through your targeted database
- 7 Assess results through analytics

The pinpoint accuracy of Velocity's<sup>TM</sup> behavioural measurements makes it the choice of leading marketers. A detailed report analyzing your marketing campaign deciphers numbers and shows results.

**REQUEST A LIVE DEMO AND LEARN MORE ABOUT  
Velocity<sup>TM</sup> TODAY!**

together achieving results

  
innivity  
marketing group inc.

STRATEGY | CREATIVE | WEB | PRINT

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