

Multi-channel Campaign Management: Web

Drive consumer acquisition or simply get to know your market better by creating a compelling online experience.

Global Vision's design and development teams can develop a "micro-site" to support your marketing campaign or a feedback exercise. Our online forms can be designed and built to capture data and automatically create a consumer profile or link it to an existing profile in your consumer database.

Online Registrations and Profile Management

Drive people to your website or a campaign specific "micro-site" to create a profile with your brand or product. Online registration forms are linked directly to our marketing platform, so when a user "submits" their profile details the profile is automatically created and stored in your database of consumers for relationship building and on-going communication. The same form can be accessed by users to update their details to ensure you get the latest updates to their details.

"Refer a Friend"

A well thought out and executed "Member get Member" or "Refer a Friend" competition can significantly add numbers to your consumer database. Send out an e-mail or SMS with competition details, drive them to the competition "micro-site" to submit contact details for referred friends, and our advanced marketing platform will automatically link the referred friends to the consumer profile. Consumer profiles are then created for the referred friends to begin a relationship with your new members and track the value of the original "referee's" referral.

Feedback / Survey

Get to know your market better or simply open up the lines of communication by creating an online survey or feedback form that links back to your database of consumers on our marketing platform. A unique identifier such as an e-mail address can automatically link consumer feedback or additional information to an existing consumer's profile.

360 Degree View of Communication

Global Vision provides you with an overview of communication history with an individual consumer across all channels, as well as your brands and product lines.

No more silos! See the communication history with your consumers across different channels per brand or per product, determine the most effective channel to use with each consumer based on their response rates per channel or their level of interest or brand / product affinity based on response rates to certain offers. Also, set limits to the number of marketing messages a consumer receives across all your brands and products every month by channel or across all channels to ensure your overall brand never reaches oversaturation.

