



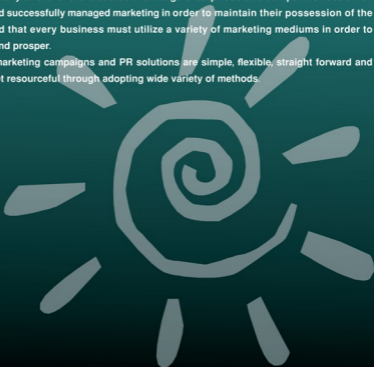
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I-VISION GROUP

Marketing and PR

Marketing and PR

I-Vision is fully aware of the fact that even large enterprises and companies need a well planned and successfully managed marketing in order to maintain their possession of the market, and that every business must utilize a variety of marketing mediums in order to progress and prosper.

I-Vision's marketing campaigns and PR solutions are simple, flexible, straight forward and effective yet resourceful through adopting wide variety of methods.



Amman - Jordan

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Marketing and PR



I-Vision offers all the essential elements of a Marketing and PR campaign and through our professional creative department, we can:

- a. Design your company's logo, headed papers, envelopes, note pads, folders, catalogues, business cards ... etc.
- b. Designing and manufacture stamps.
- c. Software for the Introductory CD
- d. All kind of give-away promotional material-pens+medals (key chains) + wall clock + yearly agendas
- e. Provide you with business bags and laptop cases, manufactured according to a sample piece.
- f. Prepare different desks' gifts
- g. Pop-up and Roll-up Banners for booths
- h. Design dynamic website for your company or event with full hosting services including establishing emails account for your employees.

Each of our clients gets dedicated team of specialists, chosen with the right skills to meet the client's requirements individually. Based on the agreed strategy, a project manager is assigned to monitor and follow up on each project.

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A. Positioning Strategies

Positioning Strategies is about how your target market defines your product in relation to competitive products, what qualities you want your product to be recognized by and what kind of image your product presents to consumers. I-vision can provide well - studied positioning strategy that presents your product in best image and empowers its competition capability in the market.

B. Marketing Mix Analysis

Part of a good marketing campaign is to choose the right mix of media tools within the budget allocated for the campaign. I-vision addresses the appropriate media tools that best market your product.

C. Direct Marketing

Direct marketing method is required when you want to ask your target audience to take direct and specific action such as call a free phone number, visit a website, place an order or complete an application. Direct marketing uses a variety of media including catalogs, newspapers, radio, television, door hangers, internet banner, emails, billboards.. etc. With I-vision, the best results are guaranteed for your Direct Marketing strategy.

D. Complete Marketing Strategies

Growing a business requires utilizing all marketing tools such as advertising, public relations, networking, customer relations, and much more. I-vision gives you a complete marketing strategy using all elements as they apply specifically to your business.

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