

Marketing solutions to simplify your work flow



HELPING BRING YOUR LOCAL MARKETING CAMPAIGNS TO LIFE.

Executing campaigns, events, programs and sales team support requires precision, attention to detail and unwavering support. It calls for a commitment to your original, well-strategized and well-thought-out marketing plan. At Vya, we can help. Our team is dedicated to working closely with you to make sure your plans come to life just as you envisioned.

OUR LOCAL MARKETING SOLUTIONS INCLUDE:

- Campaign Execution
- Event Marketing Execution
- Channel/Distributor Support
- Market Development Services
- Sales Team Enablement
- Web & Mobile Execution

CAMPAIGN EXECUTION

Innovative, creative marketing campaigns are a critical way to reach your target audience. At Vya, we put our people, our services and our expertise to work for you, pulling together all the pieces of your plan to help your company reach its goals.

We can help execute:

- Promotional campaigns
- New product campaigns
- Cross-sell and upsell campaigns
- Loyalty campaigns
- Turnkey campaigns
- On-boarding/Welcome campaigns

EVENT MARKETING EXECUTION

The most important parts of any event are always in the details: making sure invitations are sent on time; ensuring name tags are spelled correctly and printed clearly; making event registration easy for attendees; and more. Let us help. We will work closely with you to bring your events to life.

Our event marketing services include:

- Pre-event mailer
- Registration landing pages
- Design services
- Data management
- Email campaigns



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SALES TEAM ENABLEMENT

Supporting sales teams spread across regions can be a complex task. Each may need unique marketing resources based on local deals, consumers, buying patterns and more. At Vya, we can help manage that process.

Our sales team enablement solution helps execute:

- Sales kits
- New product launches

CHANNEL/DISTRIBUTOR SUPPORT

When your partners are spread across the country, getting them the information they need must be an easy, seamless process. Vya can help turn that need into a reality. Our dedicated team is available to support programs and campaigns from the simple to the complex, ensuring your partners and consumers get the customized information they want.

Our channel/distributor solution helps execute:

- Point-of-purchase campaigns
- New dealer kits
- New model year/annual update kits
- New product launches

MARKET DEVELOPMENT SERVICES

Having the right systems and solutions in place to improve local marketing is only half the battle. Making sure local sales teams adopt campaigns and effectively use local marketing budgets is key to your success. Vya is committed to helping you achieve your goals by putting a dedicated expert into action to work closely with your dealers, agents or franchises. Our staff is dedicated to improving end-user adoption and increasing campaign enrollment.

WEB AND MOBILE EXECUTION

At Vya, we can help you deliver relevant and customized messages through our web and mobile execution solutions. Our knowledgeable team of developers can offer the right solution for your local marketing challenges.

Our web and mobile solutions include:

- Landing page development
- Mobile app development
- Digital marketing support
- And more

THE VYA DIFFERENCE

Our people are creating order and simplicity in a space filled with complication. It is their dedication and unwavering determination to simplify, ease transitions, creatively solve problems and build relationships. This is what powers our solutions and services, and makes our customers' jobs easier, more productive and more impactful.



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HOW CAN WE HELP YOU?

Contact us today to learn more about our solutions and approach. Our dedicated teams are standing by to help solve your most common, and challenging, marketing operations issues. Call us at **800-426-7921** or email us at sales@vyasystems.com.