

one to one About ~~AIMS Worldwide~~



“Sometimes the questions are complicated and the answers are simple.”

Dr. Seuss

Simply put, AIMS Worldwide offers clients an exciting new solution — one that improves the aim, reduces the cost of reach and concentrates on building and maintaining a One-2-One™ relationship with the client’s ideal customer. AIMS’s vertically integrated marketing communications model provides these focused marketing solutions to clients at the lowest cost possible.

AIMS consolidates the channels that gather, package, produce and circulate news, entertainment and information into one delivery system to distribute content to targeted end-users. This approach is today’s most cost-effective alternative to traditional mass-market advertising.

AIMS increases the accuracy of the strategic direction of client marketing programs by refocusing mass marketing to a more strategic One-2-One relationship with a predetermined ideal consumer, customer, household, business-to-business or community.

AIMSolutions is the cornerstone of the company’s marketing approach. It addresses a client’s need for targeted marketing solutions and acts as a conduit for the AIMS worldwide family of companies, partnerships and alliance services.



AIMSolutions begins by reaching out to key decision makers such as the CEO or CFO who are responsible for managing costs and maximizing shareholder value. The process entails conducting an AIMSolutions audit of a client's existing marketing strategy, plans and programs, followed by presenting a formal analysis report that identifies inefficient uses of capital and offers solutions for maximizing Return on Marketing Investment (ROMI). Key ROMI measurements might include client benefits such as 'moving the needle' (revenues), profits, customer activity or traffic rather than 'raw eyeballs,' listeners or cost efficiencies in media buying or other subjective metrics like rating points, reach or impressions.

"Today,
communication in
itself is the problem.
We have become
the world's first
overcommunicated
society. Each year
we send more and
receive less."

Al Ries

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