

One-2-One

The marketing numbers that count.



person - to - person



heart - to - heart



girl talk



face - to - face



huddle up

Why One-2-One?

Since the earliest days of civilization, humans reached out to one another to share the warmth of physical, emotional and intellectual contact. While the methods of communication may have evolved from cave drawings to instant messaging, the intent is the same — to establish and maintain personal relationships, share news and information and learn more about what interests us.

In the here and now, however, consumers are losing faith — and patience — with traditional mass advertising and marketing methods. Today's consumers are overwhelmed by too much information that doesn't meet their needs.

A national study called delivering precise and relevant messages to individual consumers the 'missing link in marketing today' (Yankelovich, April 2004). At AIMS worldwide, we call these 'One-2-One relationships,' and they are the DNA — or building blocks — of our approach to the modern business science of marketing.

One-2-One is still the best, most trusted form of information sharing. AIMS helps clients pinpoint their ideal buyers, customers or audience at the lowest possible cost and create loyal, long-term — One-2-One — relationships with them.

How does One-2-One add up?

High-tech, low-tech, no-tech? One-2-One has no precise formula.

AIMS crafts the most appropriate plan to meet a client's particular goals. A customized action plan could involve personal interactions at a special event or a hand-written note. It could embrace micro-marketing strategies to bring increased sales, revenue and traffic to individual franchises. Or it might utilize cutting edge communication that zeros in on and matches a customer's specific interest with a client's product or service.

Life is personal, and One-2-One is as personal as marketing can get. AIMS Worldwide will gladly work the numbers for your company. Contact Gerald Garcia, president and CEO, ggarcia@aimsworldwide.com for more information.



up close and personal



one - on - one



cozy chat



heads together



10400 Eaton Place
Suite 203
Fairfax, Virginia 22030
703-621-3875
fax 703-621-3870
www.aimsworldwide.com

© 2004-2009