



## Who are we talking about? Hello ... read below!



A Dallas-based payroll management provider dedicated to making payday worry free for every client.

They provide an easy to use tool for tracking employees and their time, managing complicated schedules, equitably distributing overtime, while reducing the amount of time spent on administrative tasks. Backed by over 40 years of payroll, human resources, and finance management experience, PayVision Online offers efficient, accurate payroll processing for every client — every pay period.

## Are we up for a challenge? Of course!

Prior to working with Ignite It Group, PayVision Online handled their marketing efforts internally. "As a start-up company this method of marketing our business initially was sufficient from a cost standpoint," said Cliff Meggers, President of PayVision Online. After a few years and business growth, Cliff soon realized he could not do it all. Ignite It Group recognized PayVision Online's critical need for a strategic marketing plan. After performing a preliminary assessment they approached Cliff about rebranding the company with a more professional look and establishing a plan for continued growth.



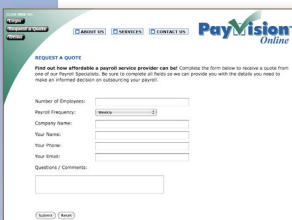
## Aha! What's the bright idea?

Through researching other companies, PayVision Online realized they needed more of a grass roots marketing firm rather than an organization focused primarily on a public relations slant. "After meeting with Cliff I had a sense of his personal attention and incisive detail he provides for his clients," said Shelly Iversen, Ignite It Group CEO. "I was confident we could offer him the same customized service through our marketing partnership."

Ignite It Group designed a proposal that not only fit the size of PayVision Online at the time, but they also implemented strategic planning to support the growth of the company. "We were able to understand their core competencies and provide direction on calculated objectives from a marketing perspective," said Shelly.

## We did what? **WOW!**

Reports indicate improved market awareness and partnership programs. A prime example of this is the enhanced PayVision Online website "quote request" feature which has continued to bring in prospects since it's inception. "Before our collaboration with Ignite It Group we did not have an effective system to generate revenue from our existing client base," said Cliff. Ignite It Group developed an upsell program that now allows PayVision Online to recognize additional revenue from current clients.



*"The rebranding effort and new marketing approach by Ignite It Group continues to deliver a recognizable return on my investment," said Cliff, "Working with Ignite It Group frees up me and my staff, allowing us to focus on our area of expertise — growing our business."*

Ignite It Group provides each client with a team of creative professionals led by an experienced marketing communications director. Their marketing model allows for reduced operational costs with improved performance to your bottom-line.