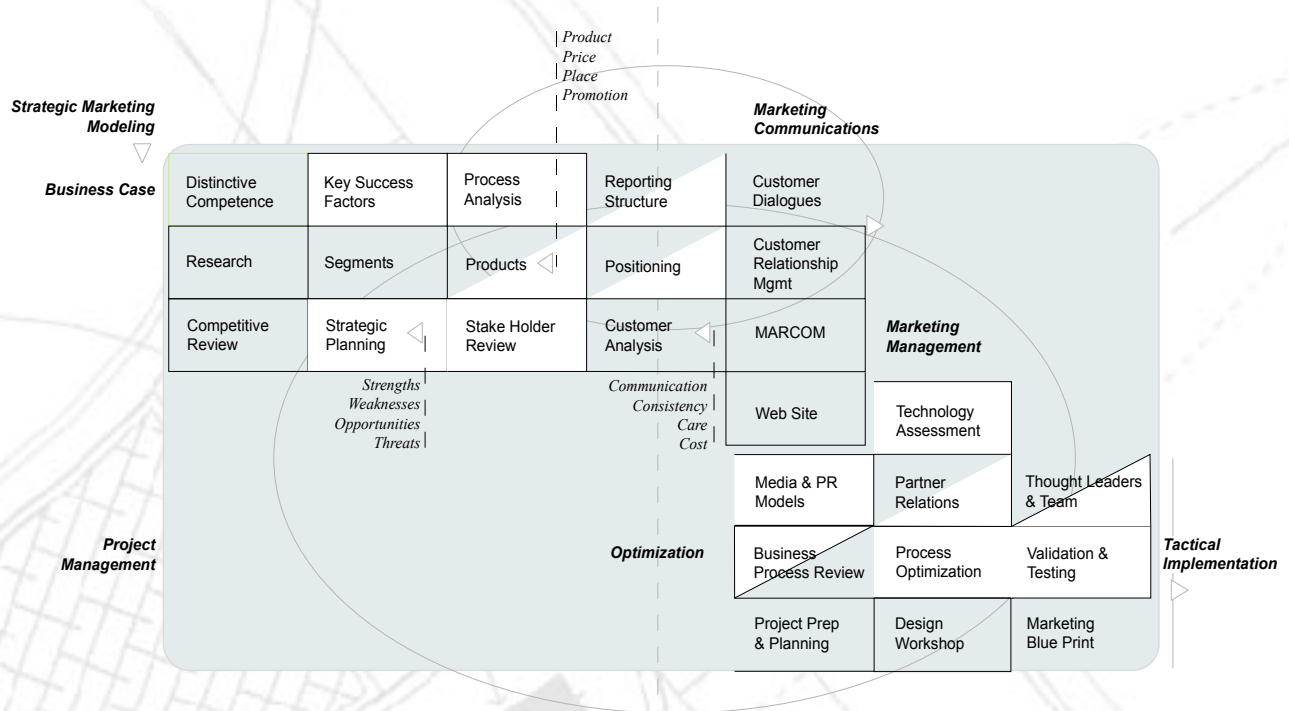




project management



Many marketing organizations today are faced with the decision to streamline their head count and do more with less money.

Our Project Management services help marketing executives redesign or update their marketing mix directing resources toward the right activities at the right time for the highest return.

Project Management provides a straight-forward process for planning and conceiving project scope and requirements. It supports clear communication of marketing initiatives, structure, operations, interactions, and outcomes.

- .Thought Leadership
- .Project Preparation and Planning
- .Validation and Testing
- .Partner Resource Evaluation
- .Marketing Blueprint
- .Tactical Implementation

Ignisi can assist your organization through process evaluation to determine your stage development:

Evaluation of in-process and completed projects with interviews of key staff

Assess processes for the identification of user or client business needs

Understand the culture and goals of your organization

Processes for defining project scope and exercising scope/change control

Frequency and character of cross-functional projects and departmental objectives

I highly recommend their work with any company who wishes to make a solid entrance or change in direction with smart and creative marketing solutions. Their methods are impeccable and attitude aggressive - truly a pleasure to work with.

Ronald Dansby
Former President Kirby
Inland Marine