



INTERACTIVE STRATEGY

# PRESS KIT

## ABOUT NVI

NVI is Canada's front-running interactive strategy company.

The company builds viable revenue models for customers by developing and marketing websites based on an innovative online approach to business.

NVI not only adapts to a web in flux, but pioneers new interactive strategies. We get to know you and how your industry operates, helping you define, reach, and track your goals. Our results-driven attitude keeps you making money, supported by our core values of efficiency, knowledge, boldness, creativity, and transparency.

With a strong core in organic search engine optimization (SEO) and analytics, we determine the ideal supporting services for your business: paid search marketing (PPC), online PR, and banner advertising management, plus affiliate marketing, email campaigns, and social media marketing – whatever brings your web site the explosive launch (or re-launch) you need.

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## NVI PHILOSOPHY

Most online marketing agencies have only a few specialized services, forcing you to engage in more partnerships, more management, and more time spent.

By having a broad, high level perspective on a wide range of strategies, we're able to determine which harmonious combination of services will bring you the greatest results. Our philosophy prioritizes continuous learning for team members so as to never improvise, but to solidly and confidently move forward.

We embrace the open-source vision permeating the web. You own all that we develop and no license will be attached to the products we create.

## NVI EXPERTISE

The NVI team is recognized by his peers as a leader in internet marketing industry and team members such as Guillaume Bouchard (CEO), Naoise Osborne (Lead SEO), Agustin Vasquez (Analytics expert) and Nicolas Cossette (Director Sales & Communications) are repeatedly invited as guest speaker to various conferences across North America.

<b>SPEAKING ENGAGEMENTS (UPCOMING)</b>		
November 10-13th 2009	PUBCON	LAS VEGAS, NV
December 7-11th 2009	SES CHICAGO	CHICAGO, IL
Mars 22-26th 2010	SES NEW YORK	NEW YORK, NY

<b>SPEAKING ENGAGEMENTS (LATEST)</b>		
October 22th 2009	WEBCOM	MONTREAL, QC
October 15th 2009	WEB OPTIMIZATION DAY – INFOPRESSE	MONTREAL, QC
October 7th 2009	SMX SEARCH MARKETING EXPO EAST	NEW YORK, NY
August 10-12th 2009	HOSTINGCON	WASHINGTON DC
June 8-9th 2009	SEARCH ENGINE STRATEGIES TORONTO	TORONTO, ON
April 29th 2009	WEB ANALYTICS DAY – INFOPRESSE	MONTREAL, QC
March 11th 2008	PUBCON SOUTH	AUSTIN, TX
February 4th 2009	PARALLELS SUMMIT	LAS VEGAS, NV
November 12th 2008	PUBCON	LAS VEGAS, NV
July 28-30th 2008	HOSTINGCON	CHICAGO, IL
June 17-18th 2008	SEARCH ENGINE STRATEGIES TORONTO	TORONTO, ON
April 22-23rd 2008	SEARCH MARKETING EXPO SOCIAL WEST	LONG BEACH, CA
October 16-17th 2007	SEARCH MARKETING EXPO SOCIAL EAST	NEW YORK, NY
June 16-17th 2007	SEARCH ENGINE STRATEGIES TORONTO	TORONTO, ON

## PAST & CURRENT CLIENTS



## CERTIFICATIONS

NVI's expertise is recognized by its certifications as Google Analytics Authorized Consultants (GAAC) and as Google AdWords Qualified Company.

Google Analytics is a free web analytics solution provided by Google, which gives your company access to a wide range of services to measure the strengths and weaknesses of your website. Google's authorized title of "consultant" is difficult to achieve, as several conditions must be met.

Google Adwords is an advertising system for displaying targeted text ads. Google AdWords Qualified Company (GAQC) certification is granted to companies employing a minimum of two employees who are certified in the GAIQ test (Google Analytics Individual Qualification).





### The challenge

Canpages establishes itself as a major force in the online directory world, poised and driven to take an industry lead for innovation and effectiveness. But with such a large user base using Google as the default search, Canpages has been constantly developing their features to create an added value to their service.

Although print directories are still a great source of revenue for companies such as Canpages, and continue to expand year to year, small businesses are demanding increased web-based visibility. Canpages online directories and search services are successfully responding to this growing demand from tech savvy users.

### The solution

NVI worked with Canpages towards an extensive technical re-tooling of their site, with successive levels of cosmetic and strategic upgrades. Then followed (and continues) a heavy marketing push, building brand exposure and traffic, while perfecting the effectiveness of their search function.

### The result

The Canpages website now reaches over three million unique visitors monthly, a 100-fold increase in traffic when compared to the same period last year. It now grabs over 50 percent of yellowpages.ca/pagesjaunes.ca daily unique visitors. Statistics show that within a twelve month period, Canpages acquired half of the unique visits that yellowpages.ca/pagesjaunes.ca has, and is penetrating markets that were closed to them until then. Per Google, the term 'unique visitors' represents the number of unduplicated (counted only once) visitors to a website over the course of a specified time period.



“The Canpages team knows that we’ve entered the Information Age, and that running an online business directory requires adaptation to be effective,” says Canpages CEO, Olivier Vincent. “With our strategic agility and our ability to digest and act upon a massive data, NVI has been a perfect fit for a singular results-driven vision, and that continues to help us provide the best and most profitable web directory user experience.”

WEB DEVELOPMENT · BUSINESS CASE  
DISNEY ACF FILMS



ACF is the exclusive Canadian distributor of non-theatrical films Walt Disney Studios and their affiliate studios. The challenge for NVI was to put together a site aimed at promoting their partners while still drawing attention to the Disney products they are selling.

NVI was inspired by the more popular Walt Disney brands and films and used these images to develop a design that emphasized the value of each film. NVI helped ACF to better promote the direct-to-dvd projects being made by Disney.

Besides just showcasing the Disney graphics the also presents information pertaining to the films themselves in a well structured and positive manner.

PUBLISHED ON HOLLYWOOD TODAY

## BRITNEY, LINDSAY, AND RECESSION; WHY THEY INCREASE READERSHIP & AD REVENUE

By Guillaume Bouchard



NEW YORK, (RushPRnews-Hollywood Today) 10/14/2008

From the economy and elections to Britney and the Jonas Brothers, ad dollars and editorial decisions are changing in the Internet Age. Can journalism figure out how to monetize online?

It's not as if online news sites aren't trying. In 2007, advertising expenditures for newspaper sites increased by 18.8% year-over-year to \$3.2 billion. For the same time frame, \$42 billion was spent on print ads in the U.S. alone; down 9.4% from 2006.

In the not too distant past, print newspapers relied on advertising and subscription rates to boost their bottom line. The same subscription model has been extremely difficult to duplicate online. In addition to losing subscribers, newspapers also lost a great amount of classified ads revenues to online free classified sites.

Given the growing competitiveness of online advertising, and difficulty in charging subscription fees, no single revenue source has emerged as a clear front runner for sustained long-term growth. Instead, multiple revenue streams may be necessary for online newspapers to not just survive, but thrive.

Larger online news-sites may need to make more of an effort to localize their news offering and advertising. Locally targeted ads are growing at rates faster than overall online ad growth. The web has created a huge opportunity for niche journalism, and by extension, uber-specific niche advertising.

To increase the number of targeted readers and thereby increase ad revenue, news organizations may have to divide into consortiums. This could either mean joining forces with other news organizations or dividing sites up into smaller niche categories; thereby forming a linked association with other like minded sites.

The news industry has done little to change the structure of their sites. To generate hits and ad revenue people should rework the way they tag their stories, conscious of both the URL name and headline. Maximize the chances that people will check out your site and you'll maximize your advertiser's dollar too. And this doesn't mean putting your site through an extensive SEO overhaul.

Chances are, your article will find a larger readership if the URL contains popular search words. "/Paris\_Hilton\_Wins\_Presidency" will get a lot more hits than "/20081104/aakaj8857i". The same goes for the actual title. Simple headlines get hits; witty iambic pentameter does not.

The road to riches is not necessary straightforward and the planning has to be carefully thought out. For some, it will mean forming a niche consortium to increase traffic and revenues. For others, it could be as simple as changing the way you present your information to the search engines. For most, it will be both.

*About the author: Guillaume Bouchard is the co-founder and CEO of NVI, an interactive strategy shop based in Montreal.*

<http://www.hollywoodtoday.net/2008/10/14/britney-lindsay-and-recession-why-they-increase-readership-ad-revenue/>

PUBLISHED ON HOLLYWOOD TODAY

## CAN IMPROVED ONLINE SUBSCRIPTIONS SAVE NEWSPAPERS?

By Simon Abramovitch



**NEW YORK (Hollywood Today) 10/27/08**

A newspaper's demise can become old news fast and as newspapers try to squeeze the most out of their sites in the face of narrowing profit margins, nothing can afford to go to waste. With the current economic climate and the tumultuous times facing print media, online news sites have still done little to promote and sell subscriptions as a potential asset while continuing to improve their online presence.

The benefits of promoting both online and print are two-fold. Firstly, they allow the actual sale of a product already produced and well-branded. Secondly, they allow opportunities to essentially turn one reader into two, exposing them to two sets of ads. Even though it may seem the printed newspaper is on its inevitable way out, the CPM (cost per mille) rates are still favorable and if there's a print edition already, why let it slip away? With profitability an increasing concern, it's surprising to still see how many news sites seem to break the basic rules of sales conversion.

The key here is to make opportunity for subscription visible to the user and allow them to sign up with the least amount of clicks. The most common invitation to online newspapers' print edition is often hidden amidst a score of other text links. The user might have been presented with over a hundred links before scrolling as far as the subscription link. To make matters worse, the link to sign up for home delivery often shares company with "terms of service", and "careers". Could interest in a job at the paper possibly mirror interest in the printed edition? Even if that were the case, we're talking sales here. The link to anything that makes money belongs in plain sight.

Once a design is able to incite a click, it must stay consistent. No interested customer should be forced to re-orient themselves in a conversion funnel. The visuals of the brand should stay consistent, and so should the URLs. News sites that take the user to unfamiliar, new domains can be jarring to see, and certainly do not help.

Don't force users to jump through unnecessary hoops. At every new page and new call to action, there runs the risk of losing potential subscribers. After a user has expressed an interest in a subscription through a click, darn it just let them subscribe! The form has to be kept simple. Do not ask them for first-borns, or, as the Chicago Tribune and New York Times do, phone numbers.

To stay in the game, newspapers will have to use what they've got. The road to success is only a few steps away, but those steps have to be kept easy, because people can always head in another direction. The New York Sun's downfall is an unfortunate warning to all newspapers out there: in the world of news every penny counts, so selling subscriptions online could be just the ticket out of omission.

*About the author: Simon Abramovitch is Social Media Director at NVI, responsible for creative content development and strategic web promotion.*

<http://www.hollywoodtoday.net/2008/10/27/can-improved-online-subscriptions-save-newspapers/>

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