

Vayan Marketing Group



Corporate Overview

Vayan Marketing Group, founded in early 2000, is a premier provider of permission-based marketing solutions. From its inception, the firm has positioned itself as a dynamic interactive marketing firm. Vayan has since expanded beyond its initial interactive marketing service to include proprietary website brands and search engine marketing products designed to provide lead generation and product sales by driving targeted traffic to client sites. Vayan is able to use the extensive demographic information in its database to further expand the firm's direct marketing services for clients.

Our suite of multichannel service lines include:

Interactive Marketing

- Opt-in Email
- Search Engine Optimization
- Campaign Management

VayanPays

Hosting

- ESP Hosting
- Managed Hosting

Data Solutions

- List Rental
- List Management
- Data Enhancement

Our main focus is multichannel marketing solutions through...

- Email
- Interactive Marketing
- Direct Mail
- Telemarketing
- Search Engines
- Site Placement
- Affiliate Traffic

Its diverse product and service lines enable Vayan Marketing Group to develop customized solutions to reach consumers, businesses and vendors in the marketplace. Additionally, the company has recently developed complementary product lines in list (ESP) hosting and launched VayanPays, an affiliate program that rounds out its full-service marketing offering. We work with marketers and publishers to identify and analyze their needs and provide strategic, results-oriented marketing solutions.

Vayan Marketing Group employs a talented team of experienced technologists and seasoned marketing professionals dedicated to providing you with powerful marketing solutions. Our technology platform provides industry-leading and list rental delivery services, so that you can maximize your email marketing revenues. We have the infrastructure, scalability and talent to serve any of your email fulfillment needs. Vayan also handles the entire spectrum of email and direct mail list management services on your behalf, including building, tracking and reporting on your campaigns. Our integrated marketing platform enables our clients to achieve superior marketing results.

Whether your objective is to acquire new customers, retain valued existing ones, build brand awareness or increase revenues, Vayan Marketing Group will facilitate direct communications with any target audience.



The Vayan Marketing Group specializes in multichannel communications by offering services designed to serve marketers and publishers with end-to-end, results oriented marketing solutions. Contact us today to see how we can help you exceed your marketing goals: [561.955.9660](tel:561.955.9660) | info@vayan.com | www.vayan.com

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