

## About Us

Parvus Connect, LLC is a digital strategy agency in the Washington, D.C. area with the mission of helping associations and businesses make the most of their online opportunities. Using best-in-class technologies and a trusted coalition of service partners, we help our clients improve their online presence, reach their target audience, and develop sustainable strategies to streamline their internal business processes.

## What is Digital Strategy?

A great digital strategy involves more than just your website. It reflects a cyclical process of identifying your organization's vision and opportunities, planning around your challenges and constraints, and executing initiatives that align the right technologies and services to achieve your goals.



### ***This is what we do.***

Beyond your website, Parvus Connect will help with strategies that target other priorities such as email marketing, event management, and e-commerce. We'll incorporate platform integrations, video and online media, and responsive web designs for a better mobile experience. We'll improve your ranking on the major search engines and help to reinforce your brand on social media sites. Focus in these areas will give your organization a comprehensive digital strategy and ensure greater success in your marketplace.

## Our Services

Our service offering includes the following:

### *Strategic & Management*

- *Digital Strategies*
- *Project Management*
- *Requirements Discovery*
- *Search Engine Optimization (SEO)*
- *Third-party Partner Selection*
- *Branding*

### *Tactical & Operational*

- *Website Development*
- *Content Management Systems (CMS)*
- *Video Integration*
- *Training and Documentation*
- *Email Communication & Marketing*
- *Creative Design*



## On Web Development

Today's digital marketplace includes many web development firms that offer limited technology options to their customers. Because these providers are unable to support solutions outside their area of expertise, they often overlook alternatives that would provide better results. Like the old adage, if all you have is a hammer, everything looks like a nail.

Parvus Connect is different. We take an impartial view toward individual technologies so that no product or service is off the table. We sustain this approach with a network of partners that specialize in key service areas and web technologies. That's how we can offer broad possibilities and targeted expertise.



More  
Choices

## On Requirements Discovery

Other firms begin their process with a discussion of how their preferred technologies will solve your problems. Before learning your first requirement, these companies are prepared to sell their solution, ignoring the possibility that different selections might better align to your needs once your requirements are fully known.

Our process begins with your requirements. Should you choose Drupal or WordPress, open-source or proprietary systems? We believe decisions like these are better addressed after your needs are known, not before. With our discovery process, your requirements drive our technology recommendations.



Better  
Process

## On Creative Design

Some creative agencies pride themselves on their cutting-edge designs. But sometimes their pursuit of the latest design trend causes them to lose sight of the demographic you serve. For websites that tackle serious issues and target business-minded professionals, a flashy design can miss the mark and alienate your audience.

Parvus Connect creates designs that complement your content and appeal to your target audience. We'll get to know your market by interviewing your stakeholders, surveying your site visitors, and examining the demographic data from your web analytics. Your content and audience inform our creative designs.



Your  
Audience



# PARVUS CONNECT

All Things Digital

## Your Advocate



Parvus Connect offers a holistic approach and advocates digital strategies based exclusively on your specific needs and mission. In the area of website development, our attention is not limited to your visitors' experience but equally to the process of your content editors, the interests of your stakeholders, and an all-inclusive view of your organization's goals and objectives across the digital landscape.

*We listen. At Parvus Connect, we know that earning your trust begins by first listening and understanding your priorities. We'll add our expertise based on a long history of delivering successful projects in web development, management, and integration.*

We promise to focus first on your mission, know your audience, and learn your requirements from a technology-neutral perspective. We'll help you make informed decisions, manage risk and transition, and effectively utilize your valuable resources.

Let Parvus Connect help your organization navigate today's digital landscape!

Sincerely,

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