

Accelerate Your Digital Platforms

AIM's Digital Platform offering exceeds expectations, beginning with research and progressing wherever the client needs, whether simply analyzing existing platforms or creating a brand-new platform that integrates with existing systems.

Unlock The Potential Of Customer Engagement

Digital marketing technology has become increasingly varied and complex, with successful solutions having multiple dependencies. At AIM, we partner with our clients to select, implement, integrate and optimize 3rd party vendor tools, platforms, hubs and suites with an eye toward business value and processes that work.

We provide consulting services to clients to design and build experiences that deepen relationships with customers and drive results across web, mobile and emerging technologies. Our flexible engagement model allows us to provide value at any project stage and at any scale, from Startups to the Fortune 100.



CMS

- ▾ Sitecore
- ▾ Adobe
- ▾ Acquia
- ▾ Contentful

DIGITAL MARKETING

- ▾ HubSpot
- ▾ Marketo
- ▾ Pardot
- ▾ Salesforce Marketing Cloud

E-COMMERCE

- ▾ Shopify
- ▾ Adobe Commerce
- ▾ Hybris
- ▾ Swell

Maximize Your Digital Footprint

Unlock the potential of customer engagement experiences with digital marketing, content management and e-commerce platforms.



Success Story

Comprehensive Native Mobile App CMS Strategy and Analysis Delivered for Healthcare Company

CHALLENGE

A nonprofit healthcare organization in the western U.S. providing hospital care, community health, and educational services saw the opportunity to dramatically enhance one of its mobile apps targeted toward a user base of nearly 30,000 expectant mothers.

The client's goals were:

1. To expand the user base to exceed one million subscribers
2. Triple the outside provider license base
3. Expand its third-party content beyond the realm of pregnancy from the current 4,900 articles to nearly 50,000 articles

Its current CMS was an ad-hoc solution based on Django open-source technology.

The organization turned to AIM, which had already delivered several successful projects related to content management and native mobile experiences throughout the organization.

SOLUTION

AIM brought together a team of experts in business analysis, native mobile experiences, and open-source and mainstream content management technologies and solutions.

The team looked at business and functional requirements and compared the existing solution to several others.

RESULTS

After AIM presented its findings to key stakeholders, the client was very satisfied with the results and outcome of the study.

AIM delivered a clear picture of the problem and challenges, and a pragmatic path forward that the client could take.

Armed with the scorecards for dissecting costs and determining what features it might or might not be able to incorporate in its solution, the client was able to make an informed decision.

DELIVERABLES

- Vendor demos
- Research findings
- Proposed roadmaps & frameworks
- Scorecard of solution analysis