

Virtual Edge Launches Updated Website for International Innovation Research and Strategy Firm

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Agency: **Virtual Edge Collaborative**



VIRTUALEDGE
COLLABORATIVE

Virtual Edge Collaborative, Pittsburgh's first virtual marketing firm, and a needed alternative to traditional U.S. and Pittsburgh advertising agencies, marketing firms and web/graphic design companies, has just launched a new website for long-time client, Sylver Consulting, an international innovation research and strategy firm with offices in Chicago and Brazil.

Virtual Edge Collaborative was hired to help Sylver Consulting overhaul its existing website, also created by Virtual Edge Collaborative, in an effort to reposition the company's expanded capabilities, evolved messaging and newly available industry-focused imagery. Virtual Edge Collaborative's participation included consultation, strategy, project management, creative direction, design, programming, copywriting and organic search engine optimization. The new site (offered in both English and Portuguese) features a mini Flash homepage photo montage animation, additional case studies, services and links, a new testimonials page, new photos and process diagram and completely fresh content. The URL of the new site is www.sylverconsulting.com.

Sylver Consulting has helped companies, such as NASA, Marriott and Frito-Lay, define new growth opportunities for their organizations. The firm specializes in helping clients uncover "sweet spots" for innovation, by discovering both the explicit and latent needs of their current and potential customers through its comprehensive service offerings (Research Services – Innovation Research, Co-Creation Workshops, Global Expansion Research, Granular Behavioral Analysis, Knowledge Evaluation and Integration; Strategy Services – Innovation Planning Workshops, Foresight Planning, Customer Insights and Innovation Training). Sylver Consulting goes beyond the capabilities of a traditional market research firm by digging deep for answers that translate into actionable opportunities for its clients.

"I continue to come back to Virtual Edge Collaborative over and over to help us grow our business, and every time they come through with flying colors. They are affordable, fast, strategic, creative, care about my business like it was their own, always go above and beyond and are fun and a complete pleasure to work with. They hit another home run with our new website. I couldn't be more pleased," said Brianna Sylver, President of Sylver Consulting.

About Virtual Edge Collaborative

Virtual Edge Collaborative is Pittsburgh's first virtual marketing firm. Virtual Edge Collaborative's revolutionary virtual business model makes it possible for small to mid-sized businesses in Pittsburgh and throughout the United States to receive world-class marketing services, on an a la carte basis, from seasoned industry pros that deliver high-quality work that yields powerful results, in a barrier-free, efficient environment, without costing a small fortune. In addition to charging up to 50% less than traditional advertising agencies, marketing firms and quality web/graphic design companies, Virtual Edge Collaborative also offer an up front, flat fee, per-project pricing menu for most common projects, which is unheard of in the marketing field. Virtual Edge Collaborative also can provide flat fee estimates for any custom projects.

For more information, please visit www.virtualedgeonline.com, e-mail gregg@virtualedgeonline.com or call 724.766.1040 for a free, no-obligation consultation.8vploa

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