

Smart College Visit earns SWaM certification

Smart College Visit, Inc, has been approved to operate as a Small, Women-owned, and Minority-owned Business (SWaM) certified business in the Commonwealth of Virginia.

C E R T I F I E D

SWaM

Small,
Women and
Minority-Owned

Supplier Diversity Strengthens the Commonwealth

Virginia Department of Small Business and Supplier Diversity

The purpose of Virginia's state certification program is to enhance procurement opportunities for SWaM businesses participating in state-funded projects. In addition to being SWaM certified, Smart College Visit has also been certified as a Virginia Micro Business. Per the Department of Small Business and Supplier Diversity, "all state purchases under \$10,000 shall be set aside for micro-businesses when the price quoted is fair and reasonable."

Our Background

With more than 20 years combined experience in direct mail and email campaign creation and management for corporations and higher education institutions, SCV brings award-winning marketing and writing expertise and state-of-the-art marketing automation services.

Smart College Visit has been a provider of mobile campus guides, geocoded travel tools and digital marketing services for colleges and universities for more than five years.

Call or email Kelly to discuss your needs or to schedule a demo:

540.200.8780

zkellyq@smartcollegevisit.com

Explore our scope of services at:

www.smartcollegevisit.com/about-scv

Kelly Queijo



Founder and president of Smart College Visit, Kelly is an award-winning college admissions marketer and entrepreneur. Among her many accolades are

the Council for the Advancement and Support of Education Merit Award, Best Business Concept from the 2010 VT KnowledgeWorks Entrepreneurial Summit, 2013 Best Technology Company from the Montgomery County Chamber of Commerce, an ADDY award for her recruitment viewbook, and various awards from the University & College Designers Association. Smart College Visit is headquartered at the Virginia Tech Corporate Research Center in Blacksburg, VA.

Smart marketing products and services for higher education

- Creative content/message development for websites, mobile apps, and email campaigns
- Appropriate email templates (Student Search, Newsletters, Campus Visits, Yield, etc.)
- Mobile-responsive design in all layouts and a call-to-action strategy to engage your audience
- Smart tracking and reporting on open rates, clickthroughs, deliverability response rates, and more
- Response messages and landing pages

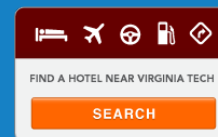
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