



CONSTITUENT *Solutions*

Today's Communications Landscape Has Changed

Victory's innovative technology helps Congressional offices augment their constituent services in a variety of ways, while offering prices that are affordable for Congressional budgets.

Bull'sEye by Victory provides its secure web-based technology solutions to help public officials and government professionals rapidly reach any target audience through automated and live messaging.

Bull'sEye is a powerful tool that has unlimited potential in today's fast-paced public policy arena. From constituent outreach to event planning, Bull'sEye augments list-building and complements Members' efforts to communicate their views through traditional legislative correspondence.

Here are just a few of Bull'sEye's smart communication solutions:

- **Instant Town-Hall Meetings:** Send a message out to your constituents enabling them to instantly join a town hall audio conference. Constituents can interact through a live Q & A session.
- **Constituent Outreach:** Instantly reach constituents to provide important or changing information about town hall meetings and other events, speeches, policy changes, hot-button issues and more.
- **Grass roots:** Our interactive messaging directly connects you with your target audience and allows those constituents to instantly patch-through to your office.
- **Message Awareness & Testing:** Bull'sEye offers real-time statistics that tell you how long someone listened to your message: A useful tool in testing scripts or recordings to get the most effective message to the right audience.
- **Polling/Surveys:** A complete suite of cost-effective polling options allows you to better understand your constituents, with results provided in real-time.
- **Franked Mail:** Use personalized phone messages to complement constituent correspondence efforts (U.S. postal and e-mail) such as newsletters, town hall meeting notices, press releases, etc. to increase exposure and message outreach.

Imagine being able to instantly create and broadcast your message from any computer in the world, and then watching as the real-time results roll in—that's the difference with Bull'sEye.

Our advanced service not only lets you connect with your constituents; it gives you the advantage of immediate feedback.

Bull'sEye is flexible: Rely on our professionals to manage all aspects of your communication, or keep control of the project in-house. We're equipped to take on as much—or as little—as your project requires.

Welcome to a whole new realm of communications.

Contact us today to learn how **Bull'sEye** is changing the future of constituent communications.

Victory Communications

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