



## Company Snapshot

WOSB Certified CAGE: 9FPC3 | DUNS: 118826687

Primary NAICS 541511

Other NAICS 541511, 541512, 541513, 541519, 541613, 541810, 541820, 541830, 541850, 541860, 541870, 541890, 541910, 541990

# Capabilities Statement

## Company Overview

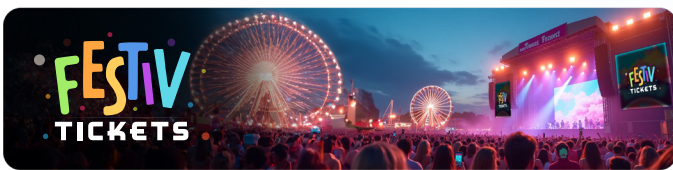
Sigur Solutions LLC is a digital innovation firm with over 30 years of combined expertise in leading digital transformation initiatives. We specialize in developing innovative products that address real-world challenges, crafting go-to-market strategies, and integrating advanced technologies. Our capabilities extend across digital product innovation, strategic marketing, and advertising, all tailored to meet the unique needs of each client.

We are committed to delivering solutions that harness cutting-edge technology and consistently provide tangible, measurable results, ensuring long-term success for our clients.

## Our Expertise

- Event Marketing Solutions
- Digital Campaign Execution
- E-Ticketing Platforms
- Market Research & Strategy
- Product Development
- Technology-Driven Marketing

## Our Innovations



## Buvana Radhakrishnan

Founder

✉ buvana@sigursolutions.com

☎ 732-619-6034



## Scott Jackson

Head of Business Development

✉ scott@sigursolutions.com

☎ 646-235-8086

📍 300 Witherspoon Street, Suite 201, Princeton NJ 08542

🌐 [www.sigursolutions.com](http://www.sigursolutions.com)

## Certifications



# Our Value

What makes us different is our ability to combine advanced technologies with a deep understanding of our clients' unique needs. We don't believe in one-size-fits-all approaches. Instead, we collaborate closely with our clients to deliver strategies that not only optimize performance but also unlock new growth opportunities, enhance customer engagement, and future-proof their businesses for long-term success.



# Our Capabilities

## Digital Campaign Services

- Develop Marketing Strategy & Plan
- Develop digital assets for the campaigns (Graphic designs, Landing Pages)
- Execute and Manage Media Buys (TV, Radio, Social Media, Programmatic Ads)
- Track Success Indicators to measure the campaign ROI

## Software As A Service

- Tailored software solutions to meet specific business needs.
- Scalable and flexible cloud application development.
- Cross-platform mobile application development for Android and iOS.
- We offer solutions for data-driven decision-making.

## Event As A Service

- End to End Event Management
- E-Ticketing Software License
- Seamless Event Marketing
- Tickets Purchase Reporting

## Consulting Services

- Develop holistic business plans, identify growth opportunities, and cultivate strategic partnerships to expand market reach.
- Evaluate technology infrastructure, recommend suitable solutions, provide expert implementation guidance, and keep organizations informed about emerging technologies for a competitive advantage.
- Conduct market research to develop data-driven strategies, build strong brand identity, implement multi-channel marketing campaigns, and provide performance analytics for continuous improvement.

## Data Management & Analytics Services

- Develop comprehensive data management techniques
- Implement Data Governance best practices
- Develop automated data analytics solutions

## Market Research Services

- Plan & Conduct Focus Group & interviews both in-person & virtual
- Implement Online Surveys
- Develop Innovative data gathering techniques
- Develop comprehensive analysis & recommendations

# Our Key Differentiators



## Innovation Through Diversity

Diversity is the driving force behind our innovative ideas and solutions. By embracing varied perspectives and experiences, we foster a culture of creativity and inclusion. This approach fuels innovation and ensures that our solutions are relevant and effective across diverse markets.



## High-Quality Digital Assets

We craft top-tier digital assets that create compelling, visually engaging content, resonating with target audiences and driving engagement.



## Data-Driven Strategies

We leverage advanced data analytics to inform your marketing strategies, ensuring your campaigns are highly targeted, measurable, and optimized for maximum ROI.



## Customer-Centric Approach

We focus on aligning marketing strategies with customer needs and values, building strong, loyal customer relationships, and enhancing client satisfaction and retention.



Scan the QR to visit our website >