

# VSOM & AI Visibility Strategy Summary v3.2.0

## Executive Overview

The Business Directory v3.2.0 now includes comprehensive **VSOM (Vision, Strategy, Objectives, Metrics)** frameworks for each organization, fully integrated with the **BAIV P1-P7 AI Visibility Process** from the n8n workflow system.

## VSOM Framework Structure

### Each Organization Now Has:

1. **Vision** - Long-term aspirational statement with core values
2. **Strategy** - Three-layer strategic approach:
  - Corporate Strategy
  - Marketing Strategy
  - AI Visibility Strategy
3. **Objectives** - Specific, measurable goals:
  - Strategic Objectives
  - Marketing Objectives
  - AI Visibility Objectives
4. **Metrics** - KPIs and OKRs to track progress

## Organization VSOM Status Dashboard

| Organization     | Vision Horizon | AI Visibility Score | P1-P7 Phase      | Strategy Call | Next Objective             |
|------------------|----------------|---------------------|------------------|---------------|----------------------------|
| Midco            | 2030           | 35% → 80%           | P4_Audit         | 2025-01-10    | 80% AI visibility by Q2    |
| C/A Heating      | 2027           | 20% → 70%           | P2_Discovery     | 2025-01-08    | #1 GMB ranking by Q2       |
| AC Rank          | 2028           | 30% → 75%           | P3_Capture       | 2025-01-09    | 50 RFP opportunities/month |
| Mancini Electric | 2030           | 25% → 70%           | P5_Analytics     | 2025-01-07    | Top 3 in searches by Q3    |
| ACCO Systems     | 2035           | 45% → 85%           | P7_Ideation      | 2025-01-05    | 200 qualified leads/month  |
| Western States   | 2030           | 15% → 60%           | P1_Configuration | 2025-01-06    | 100 inspection leads/month |
| Evergreen        | 2028           | 10% → 65%           | P2_Discovery     | 2025-01-12    | 50 leads/month by Q2       |

## Strategic Themes by Organization

### Midco (Telecommunications)

**Vision:** "Premier telecommunications provider in the Midwest"

- **Strategy Focus:** Market expansion through digital transformation
- **Marketing Pillars:** Technology Leadership, Customer Success, Community Impact
- **AI Priority:** Industry leader in AI-discovered telecom solutions
- **Budget:** \$2.5M annual / 25% AI visibility allocation

### C/A Heating (HVAC Services)

**Vision:** "Most trusted HVAC service provider in our community"

- **Strategy Focus:** Local market dominance through superior service
- **Marketing Pillars:** Maintenance Tips, Energy Efficiency, Seasonal Prep
- **AI Priority:** Top AI-recommended local HVAC service
- **Budget:** \$75K annual / 30% AI visibility allocation

### AC Rank Construction

**Vision:** "Build the future through innovative construction"

- **Strategy Focus:** Regional leader in commercial construction
- **Marketing Pillars:** Project Showcases, Innovation, Sustainability, Safety
- **AI Priority:** Primary AI-recommended contractor

- Budget: \$150K annual / 20% AI visibility allocation

### Mancini Electric

Vision: "Power progress through exceptional electrical services"

- **Strategy Focus:** Blend traditional excellence with modern technology
- **Marketing Pillars:** Electrical Safety, Energy Efficiency, Smart Home
- **AI Priority:** Leading AI-discoverable electrical contractor
- **Budget:** \$100K annual / 25% AI visibility allocation

### ACCO Engineered Systems

Vision: "Engineer the future of building systems"

- **Strategy Focus:** National expansion in smart building systems
- **Marketing Pillars:** Technical Excellence, Sustainability, Innovation
- **AI Priority:** Primary AI resource for engineering solutions
- **Budget:** \$500K annual / 35% AI visibility allocation

### Western States Fire Protection

Vision: "Protect lives and property through superior fire protection"

- **Strategy Focus:** Market consolidation and service excellence
- **Marketing Pillars:** Code Compliance, System Design, Maintenance
- **AI Priority:** Go-to AI resource for fire protection
- **Budget:** \$250K annual / 20% AI visibility allocation

### Evergreen Irrigation

Vision: "Create beautiful, water-efficient landscapes"

- **Strategy Focus:** Become the sustainable irrigation leader
- **Marketing Pillars:** Water Conservation, Smart Irrigation, Lawn Care
- **AI Priority:** Top AI-recommended sustainable irrigation
- **Budget:** \$30K annual / 40% AI visibility allocation

## P1-P7 Process Integration

### How VSOM Connects to the n8n Workflow

Strategy Call → VSOM Definition → P1-P7 Process → AI Visibility Plan

### Process Flow with VSOM Alignment

| Phase | Process Step  | VSOM Input                     | Output to Strategy |
|-------|---------------|--------------------------------|--------------------|
| P1    | Configuration | Marketing Budget, Brand Values | System Ready       |
| P2    | Discovery     | Current State, Competitors     | Digital Footprint  |
| P3    | Capture       | Baseline Metrics               | Performance Data   |
| P4    | Audit         | Current Performance            | Visibility Score   |
| P5    | Analytics     | KPI Baselines                  | Opportunity Matrix |
| P6    | Gap Analysis  | Objectives vs Current          | Gap Report         |
| P7    | Ideation      | All VSOM Elements              | 30-Day Action Plan |

### AI Visibility Maturity Distribution

#### Current State (Based on Scores)

Level 1 - Invisible (0-20%):

- None currently

Level 2 - Emerging (21-40%):

- Western States (15%)
- Evergreen (10%)
- C/A Heating (20%)
- Mancini Electric (25%)
- AC Rank (30%)
- Midco (35%)

Level 3 - Developing (41-60%):

- ACCO Systems (45%)

Level 4 - Advanced (61-80%):

- None currently

- Level 5 - Leading (81-100%):
  - None currently

## Target State (By End of 2025)

- Level 3 - Developing (41-60%):
  - Western States (60%)

- Level 4 - Advanced (61-80%):
  - Evergreen (65%)
  - C/A Heating (70%)
  - Mancini Electric (70%)
  - AC Rank (75%)
  - Midco (80%)

- Level 5 - Leading (81-100%):
  - ACCO Systems (85%)

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## Key AI Visibility Objectives Summary

### Q2 2025 Targets

- Midco:** 80% AI visibility score (from 35%)
- C/A Heating:** #1 Google My Business ranking
- Evergreen:** 50 monthly leads from digital

### Q3 2025 Targets

- AC Rank:** 50 RFP opportunities monthly
- Mancini Electric:** Top 3 in electrical contractor searches
- C/A Heating:** 70% local AI visibility score
- Evergreen:** 65% local AI visibility score

### Q4 2025 Targets

- ACCO Systems:** 85% technical AI visibility score
  - ACCO Systems:** 200 qualified project leads monthly
  - Western States:** 60% industry AI visibility score
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## Strategy Call Integration Points

### When Strategy Calls Occur

- Initial:** Before P1 Configuration - Define VSOM
- Mid-Process:** After P5 Analytics - Validate findings
- Final:** After P7 Ideation - Approve 30-day plan
- Ongoing:** Monthly reviews to track against VSOM

### Strategy Call Participants

- Organization Owner (Accountable)
- Marketing Director/Manager (Responsible)
- BAIV Consultant (Advisor)
- Content Manager (Informed)

### Key Discussion Points

1. Vision alignment with AI visibility goals
  2. Strategic priority validation
  3. Resource allocation approval
  4. Success metric agreement
  5. Timeline commitment
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## Implementation Readiness

### Organizations by P1-P7 Progress

#### Just Starting (P1-P2)

- Western States - P1\_Configuration
- C/A Heating - P2\_Discovery
- Evergreen - P2\_Discovery

#### **Mid-Process (P3-P5)**

- AC Rank - P3\_Capture
- Midco - P4\_Audit
- Mancini Electric - P5\_Analytics

#### **Advanced (P6-P7)**

- ACCO Systems - P7\_Ideation (Ready for content creation)
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### **Resource Allocation Analysis**

#### **Total Marketing Investment**

- Combined Annual Budget: \$3.23M
- Digital Allocation Average: 63%
- AI Visibility Investment: \$792K (24.5% average)

#### **Budget Efficiency Rankings**

1. **Evergreen:** 40% AI allocation (highest efficiency)
  2. **ACCO Systems:** 35% AI allocation
  3. **C/A Heating:** 30% AI allocation
  4. **Midco:** 25% AI allocation
  5. **Mancini Electric:** 25% AI allocation
  6. **Western States:** 20% AI allocation
  7. **AC Rank:** 20% AI allocation
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### **Next Steps for Each Organization**

#### **Immediate Actions (Next 30 Days)**

##### **Midco**

- Complete P4 Audit
- Review gap analysis
- Prepare for P7 ideation session

##### **C/A Heating**

- Complete P2 Discovery
- Identify all digital assets
- Schedule P3 data capture

##### **AC Rank**

- Complete P3 Capture
- Analyze performance data
- Move to P4 Audit phase

##### **Mancini Electric**

- Complete P5 Analytics
- Review AI visibility score
- Identify top opportunities

##### **ACCO Systems**

- Complete P7 Ideation
- Finalize 30-day action plan
- Begin P9 Content Creation

##### **Western States**

- Complete P1 Configuration
- Set up all integrations
- Begin P2 Discovery

##### **Evergreen**

- Complete P2 Discovery
  - Map competitive landscape
  - Prepare for P3 Capture
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### **Success Metrics Framework**

#### **Universal KPIs Tracked**

1. **AI Visibility Score** - Primary metric
2. **Lead Generation** - Business impact
3. **Traffic Growth** - Reach expansion
4. **Conversion Rate** - Quality indicator
5. **Content Performance** - Engagement measure

#### **Reporting Schedule**

- **Weekly:** Lead generation, traffic
  - **Monthly:** AI visibility score, content metrics
  - **Quarterly:** VSOM objective review
  - **Annually:** Strategic plan update
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*Business Directory v3.2.0 - Complete VSOM & AI Visibility Strategy Integration*