

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:

- Vision** - Long-term aspirational statement with core values
- Strategy** - Three-layer strategic approach:
 - Corporate Strategy
 - Marketing Strategy
 - AI Visibility Strategy
- Objectives** - Specific, measurable goals:
 - Strategic Objectives
 - Marketing Objectives
 - AI Visibility Objectives
- 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%): <ul style="list-style-type: none">• None currently

Target State (By End of 2025)

Level 3 - Developing (41-60%): <ul style="list-style-type: none">• Western States (60%)
Level 4 - Advanced (61-80%): <ul style="list-style-type: none">• Evergreen (65%)• C/A Heating (70%)• Mancini Electric (70%)• AC Rank (75%)• Midco (80%)
Level 5 - Leading (81-100%): <ul style="list-style-type: none">• ACCO Systems (85%)

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

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

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)

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

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

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