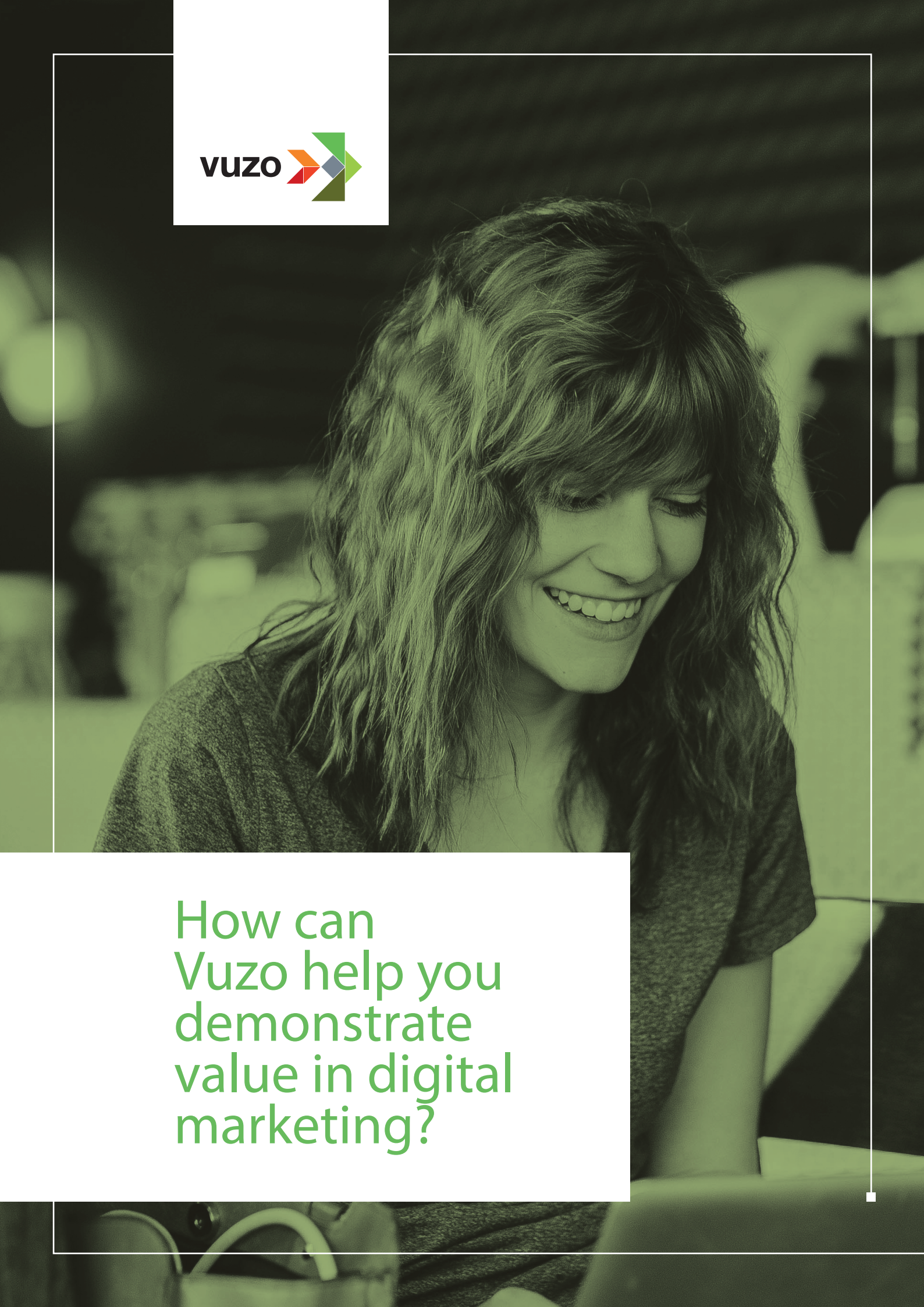


How can Vuzo help you demonstrate value in digital marketing?

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One of the biggest challenges any marketer faces once they reach a level of accountability is proving value. Whilst ROI is critical across any area of the business, marketing professionals can often feel they've got a harder time when it comes to being taken seriously.



Chances are, if you're reading this, you're already very well aware of just how hard you work

The 'Colouring In Department' as it's mockingly referred to by some actually requires very high levels of technical competency, exemplary maths and data skills, whilst still possessing imagination and ingenuity. But, we don't need to tell you that, chances are, if you're reading this, you're already very well aware of just how hard you work.

What we can tell you, is how we can help you. Not only are we marketing professionals here at Vuzo (and very decent ones even if we do say so ourselves), but we specialise in data.

We gather data

- Whilst your web analytics will usually provide a wonderful wealth of insight when correctly set up (something we are qualified to help you with), this simply isn't enough data to get real insight from.
- We'll also take any customer data you're able to share, data directly from your CMS or internal reports. Our customer segmentation data won't just tell you what channels are working best for you; we'll be able to tell you which socioeconomic groups are burgeoning, where they are and how they want to be spoken to.
- We'll run advanced social listening and customer communication analysis, and the wealth of data we can extract just from your customer reviews will astound you.
- We'll see what your competitors are up to, what their customers are saying about them and even what Google thinks of their website.

We analyse data and gather insight

Report automation might work well for some, but it's really not our style at Vuzo. What works well for one client isn't going to be appropriate for another so it's really important we understand exactly who you are, and what you want to achieve.
Obviously you want to drive growth but once we know a little bit more about you and your business, we can make sure your objectives are at the heart of our data analysis. Our Paid Marketing and SEO experts will analyse your existing strategy and research quantifiable evidence for any improvements. Our Data Scientists will uncover how your brand is perceived by your customers, highlighting areas working well and opportunities for growth.

We'll share everything with you but we'll also make sure it's broken down and succinctly packaged to share with the appropriate stakeholders. As much as we love data, we appreciate not everyone across the business has time for the detail so we'll make sure core actions are summarised, recommendations are quantifiable and metrics for measuring success are in place.



We'll package up the relevant nuggets of information to get the budget sign off for the appropriate channels and campaigns. If the data shows certain segments demonstrate a high conversion potential or specific keywords, products or channels have the lower CPA, the data will not only highlight it but also form the basis for a campaign with forecasted ROIs called out.

We've seen evidence time and time again of our insight from one channel having a demonstrably impressive impact on multiple channels.

We help you action the data

We're more than happy to leave you with the data and let you pass it onto your team, but we love to make life as easy for you as possible. From PPC, display and retargeting to SEO and earned media – if the data shows this is where your ROI is best, we can help you design, implement and track strategies.

Because we're data driven, we work as a team and we don't believe in silos. Whether that's between ourselves with you involved as much or as little as you'd like or whether we build relationships with your key stakeholders so everything can be communicated and shared seamlessly. We've seen evidence time and time again of our insight from one channel having a demonstrably impressive impact on multiple channels.

We report

Whether you want monthly, weekly or even daily reports, we're constantly tracking our results and your performance so we can share as much or as little as you'd like. Just like our initial research, everything can be succinctly packaged allowing you to share with any relevant stakeholders and because we don't believe in generic automation, your reports are custom designed for you.

And our in-house Tableau Zen Master can help you easily build those reports into real-time dashboards that eliminate the Excel reporting nightmare and free up your time for more ideas and strategy!

To find out how we can give you the technical capabilities of a FTSE 100 company, drop us an email at hello@vuzo.co.uk



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