



United States
3110 Magazine Street
New Orleans, LA
70115
1.707.709.8780

Europe/UK
Communications House
26 York Street
London, W1U 6PZ
+44.20.8002.9675

www.makebuzz.com

ABOUT US

Our strong foundation allows us reach ever-growing heights, both internally and for our clients.

Establishing Standards & Leading the Way: Pioneers, innovators, and industry leaders, MakeBuzz has been on the forefront of online marketing, Internet Integration and now eBusiness facilitation. For 14 years we have been developing innovative solutions for our clients in the field of online marketing.

Our rich history in marketing management with some of the world's leading brands has given us a strong foundation to guide our services.

From eBusiness support, marketing and business guidance, educational workshops, and strategy development, we draw on our years of experience, and our proven track record for predicting change, to propel our clients forward. Looking ahead, we strive to help our clients reach new heights, expanding their potentials in the new global marketplace.

Early History: Founded in 2001 by Christopher Skinner, MakeBuzz has its roots in the early days of the Internet. For 14 years Christopher has been at the leading edge of online marketing, with a keen interest in the complexities of global communication. MakeBuzz understands how consumers interact with the web across cultures, and we help our clients speak to a global marketplace.

Christopher began his work with search algorithms in 1989, founding Ustium, one of the first companies to specialize in Search Engine Optimization. From 1995 until 2001, he worked internationally on SEO, navigational structure and web usability. He helped build Hotwire.com and built eSurance.com, performing their early search engine optimization and marketing, web design architecture, and business consulting.





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Media Management & Innovation: With the advent of paid placement, our founder Christopher Skinner focused on methods to drive business metrics into the new search engine model and, in 2001, MakeBuzz was born. He holds two patents in fundamental online media management; he invented web to telephone tracking, which segments the value of marketing to call centers, and aspects of word-of-mouth marketing, which allows companies to track subtle consumer behaviors beyond the web.

Setting New Standards: MakeBuzz has worked with an extensive and diverse range of clients including over 150 established multi-channel retailers. By using MakeBuzz licensed technology and strategy, we helped convert Performics from a distant 3rd place affiliate network to the largest SEM company in the world. Performics later sold to Google as part of the \$3.1 billion dollar DoubleClick purchase.

Moving forward, MakeBuzz continues to work on true Internet Integration, drawing on our experience and commitment as an industry leader, to help clients achieve their business goals.

