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www.makebuzz.com

SERVICES

We merge an understanding of **marketing**
with an in-depth knowledge of **business processes**
to create **business efficiencies**
and promote the flow of **customer engagement**

Evolution is at the heart of what we do: moving forward in an increasingly global economy and making optimal use of the tools that facilitate this progression.

From tactical to academic, MakeBuzz draws on over 14 years of experience to help businesses realize the full potential of both marketing efforts and the Internet. Our strategies address the diversity of worldwide markets to facilitate customer reach, maintain brand loyalty and increase sales.

The Internet can deliver eBusiness capabilities, offering new sales and growth opportunities; if used incorrectly, however, it can create complications for previously thriving companies. MakeBuzz facilitates transition from the business goals out, optimizing multi-channel efforts and establishing realistic and measurable benchmarks to propel business forward.

eBusiness Frameworks: MakeBuzz builds business and marketing frameworks that facilitate internal transformation towards eBusiness. We understand how business processes work together to achieve overall goals. By creating self-auditing performance driven frameworks, companies can discover their performance potentials, and align operational and management key performance indicators to meet those goals.

Business & Marketing Analysis: For all of our eBusiness and marketing activity, MakeBuzz operates from a position of research and analysis, guided by experience. We look at past performance, conduct agency audits, and evaluate SEO and SEM programs to seek out efficiencies that inform our guidance and strategy. In order to establish a self-auditing system, we discover potentials based on analysis of the business and industry trends, to set business and marketing goals, and determine the best framework going forward.



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Business & Marketing Guidance: From the development of best practices guidelines to hands on educational workshops and C-level training, MakeBuzz ensures that resources and processes function according to business frameworks. We disseminate this valuable information for our clients during corporate-wide conferences or one-on-one executive sessions. Our seminars and process documentation foster internal understanding and a culture of sharing that improves business outcomes. An up-to-date knowledge of industry standards, and extensive experience inform our guidelines, to develop customized programs for our clients.

Custom Technology: MakeBuzz understands that technology should promote an environment of self-auditing and continuous improvement, to drive analysis across marketing programs, or promote customer engagement with a brand. We develop custom applications that have streamlined internal business processes, improved customer experience and allowed for greater understanding of marketing outcomes on operational and management levels. We have created new ways for our clients to leverage their existing technology, and ensure consistency across business hierarchies, internal departments, and operating countries.

Marketing Support: MakeBuzz offers hands-on facilitation of marketing practices and eBusiness transition. From marketing strategy development and global SEO/SEM services, to change management and technical build-out, we provide our clients with the support necessary to build their marketing programs and achieve their business goals.