



MakeBuzz merges an understanding of marketing, with an in-depth knowledge of business processes, to create business efficiencies and promote the flow of customer engagement.

Internet and Business Integration

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

- ① How much should I invest online?
- ② What is the appropriate marketing mix for my business?
- ③ How do I establish budgets?
- ④ What are my goal KPI's?
- ⑤ What type of Web Tracking do I need? How do I ensure that my tracking efforts are accurate?
- ⑥ How do I establish Governance and marketing processes?
- ⑦ How do I balance new customer acquisition with reducing existing customer churn?
- ⑧ Can I build my Brand online?
- ⑨ How do I create symbiosis between on-and-offline marketing programs?
- ⑩ When do I use Paid Search vs. Display media?
- ⑪ How do I set online sales goals?
- ⑫ How do I build in self-auditing?
- ⑬ How do I speak to my customers abroad?