



Profit Volume
Market Share

Optimization
Efficiency
Continuous Improvement
Performance Driven Structure
Self Auditing

Existing Framework
Goals
Budgets
Marketing Mix
Governance
Trends

AFFECTS

Online Reach
Brand Demand
Brand Performance
Market Share
Media Efficiency / Conversion
Sales / Profitability

① Overall Goals

We balance your brand and economic objectives when evaluating and defining goals, using the results of our analysis and drawing on our years of experience.

We have an acute understanding of the tradeoffs made between cost, volume and profitability, realizing that you cannot simultaneously obtain all three. Whether you want to grow your company's market share or increase profit volume, we understand where those tradeoffs

② Structure for Success

We build self-auditing into every solution, beginning with an understanding of Brand and business goals. We can work within your existing programs to eliminate inefficiencies, or help define new goals and programs to continuously drive your business forward.

③ The Big Picture, in Detail

MakeBuzz differs from other firms in our industry by looking both holistically and in detail at your marketing programs, from goals and governance, to media efficiency.

We see beyond return on investment, applying Cost Volume Profit Analysis to measure your customer response at different stages of the customer engagement cycle. We help produce results where it matters to you: increased profit volume or market share.