

# Bizzuka|Interact

listen(ing) - engage(ment) - measure(ment)

Bizzuka|Interact is the professional services division of Bizzuka, Inc. We provide a wide range of Internet marketing services including Search Engine, Content and Social Media Marketing.

We take a holistic, 360 degree approach to servicing our clients Internet marketing needs, a philosophy we call "The Halo Effect." It starts with listening, leads to engagement and culminates in measuring results. We want to be the "angel on your shoulder," monitoring your marketing efforts and working to insure success.

## LISTEN(ing)

People are talking and the Internet is their mouthpiece. They are talking about you, your company, products, services, industry and competition. You cannot afford to turn a deaf ear to what is being said. We can be your listening ear or set you up with the tools and training to do so on your own.

## ENGAGE(ment)

After a baseline is established, we devise a strategy and develop tactics to help increase the volume and positive tone of your conversation with consumers and stakeholders. Engagement leads to increased brand recognition, strengthened rapport with your customer, improved search engine presence, better customer service and a higher number of leads.

## MEASURE(ment)

Measuring the results of engagement is the final and perhaps most critical component of the halo effect. Measurement provides empirical evidence that the strategies and tactics deployed are providing a positive return on investment and increasing the bottom line.

## The "Angels"

### Paul Chaney

Paul has over 10 years experience in Internet marketing. He understands at a granular level how conversational media tools can be used for marketing purposes and has worked with a number of clients assisting them in deploying online marketing strategies. He specializes in the use of blogs, email and social media.

### Brian Bille

Brian has over 8 years experience in Marketing with a focus on Internet marketing for the past two. Leveraging a mix of organic and pay-per-click strategies to drive traffic to various sites, Brian understands the value of not only bringing traffic to a Web site, but creating paths to conversion that lead to online profitability. He specializes in the use of SEO, PPC, Web analytics and online reputation monitoring.

**B I Z U K A**®

877-249-9852

[www.bizzuka.com/interact](http://www.bizzuka.com/interact)

# LISTEN(ing): volume - tone - frequency



People are talking and the Internet is their mouthpiece. They are talking about you, your company, products, services, industry and competition. You cannot afford to turn a deaf ear to what is being said. We can be your listening ear or set you up with the tools and training to do so on your own.

## WHAT ARE WE LISTENING FOR?

### – Share of voice

How much people are saying and what tools are they using to talk?

### – Tone of voice

Whether conversations have largely a positive or negative tone.

### – Trends over time

How the share and tone of voice changes over time.

## HOW DO WE LISTEN?

### – Search engine keyword results

We monitor key search terms to gauge your standing in Google and other search engines.

### – Reputation audit & sentiment analysis

We monitor blogs, social networks, forums and other forms of social media to get an understanding of what people are saying and how much.

### – Traffic analysis

We monitor traffic patterns on your Web site to get a sense of how people are using the site and determine what they are looking for.

## REPUTATION AUDIT

Using the latest measurement tools, we research your company's brand, key stakeholder names, products, services, industry and even the competition to establish an initial baseline.

Over a four-week period we continue to monitor these key terms. At the end of that period, we provide you with a baseline report which includes a sentiment analysis, search engine results and traffic analysis.

## MONTHLY MONITORING

Our monthly monitoring services keeps you abreast of activity to your site, consumer sentiment and your standing on Google and the other engines. The service offers a number of key benefits, including crisis management, keyword discovery, Web site traffic pattern and conversion rate analysis.

**B I Z Z U K A**®

877-249-9852

[www.bizzuka.com/interact](http://www.bizzuka.com/interact)

# ENGAGE(ment): target - create - participate



After a baseline is established, we devise a strategy and develop tactics to help increase the volume and positive tone of your conversation with consumers and stakeholders. Engagement leads to increased brand recognition, strengthened rapport with your customer, improved search engine presence, better customer service and a higher number of leads.

## SEARCH ENGINE MARKETING

Target your prospects and customers by driving them to your site when they are actively looking for products, services and solutions you provide.

Services include:

- Search Engine Optimization
- Pay-Per-Click Advertising

## CONTENT MARKETING

Create content for your audience to keep them coming back & spreading your message across multiple avenues.

Services include:

- Content Creation
- Copywriting
- Blogging
- Email Marketing
- Internet Video
- Podcasting

## SOCIAL MEDIA MARKETING

Participate in conversations taking place around your company and brand. Become a trusted thought leader.

Services include:

- Consulting/training on the use of social media for marketing and PR
- Social network profile creation
- Online community development
- Business blogs
- RSS marketing
- Community outreach
- Social media press release distribution
- Online reputation management
- and much more!



877-249-9852  
[www.bizzuka.com/interact](http://www.bizzuka.com/interact)

# MEASURE(ment): ROI - KPIs - Conversions



Measuring the results of engagement is the final and perhaps most critical component of the halo effect. Measurement provides empirical evidence that the strategies and tactics deployed are providing a positive return on investment and increasing the bottom line.

## SEARCH ENGINE MARKETING ROI & CONVERSIONS

- Organic Key Performance Indicators (KPIs)
- Pay-Per-Click impressions, click-thru rates, cost per click and conversion rate

## CONTENT (MEDIA)

- Views and ratings
- Newsletter Subscribers
- Downloads
- and many more!

## SOCIAL MEDIA MARKETING & PR ENGAGEMENT

- Number of fans, friends, followers
- Number and tone of comments
- Unique visitors, total page views, bounce rate, time spent on site, search engine traffic
- RSS Subscribers
- Online reputation monitoring & sentiment analysis

## TRADITIONAL vs. ONLINE

One of the biggest differences between traditional advertising and Internet Marketing is you know what half of your advertising/marketing budget is wasted and what half is producing results.

We don't focus solely on driving traffic to your site, but on conversions that take place and how they directly impact ROI. We also take these business analytics and turn them into actionable items to reinforce and improve efforts in the engagement phase.

**B I Z Z U K A**®

877-249-9852

[www.bizzuka.com/interact](http://www.bizzuka.com/interact)