

The background features a complex, abstract design. On the left, there are large, overlapping circles in shades of light blue and green. On the right, there is a dense cluster of colorful, angular shapes in various colors including blue, orange, pink, and red. Several thin, curved lines in orange, pink, and blue sweep across the page, some ending in small square markers of the same color.

UnifiedM

Growing Business in the Digital Age

Challenges

Lack of a strategic and co-ordinated cross-channel approach to marketing

Inadequate in-house marketing resources

Inconsistent and unclear communications

Limited marketing budget (often viewed as a cost rather than an investment)

Incomplete marketing collateral

Inability to fully leverage opportunities



Value Proposal

Unified marketing ('UnifiedM') is a co-ordinated cross-channel approach to marketing that places the digital channel at the centre of an holistic 'hub and spoke' marketing programme.



UnifiedM delivers marketing and communications activity which aims to create business growth, add value and provide incremental revenue.

Flexibility

We recognise every business is different. Priorities will vary and the marketing focus will differ, but the UnifiedM concept remains consistent.

We work with clients to deliver a UnifiedM programme to meet their specific business objectives and strengthen the impact of their marketing activities.



Services

Your UnifiedM programme can be tailored to include all or some of the following ;



Strategic planning,
brand and key
messaging

Offline communications
(liaison with PR,
advertising and direct
marketing specialists)

Research, reporting
& analytics

Digital communications
(delivery of social media,
email, online advertising,
PPC etc)

Website
development
(technical & content)

Marketing
technology assets
(CRM etc)

Digital marketing
collateral

Benefits

Engagement,
interaction & insights

Generation of new
business leads

Increased value
from existing client
base

Greater marketing
budget efficiency

Measurable results

Positive return on
marketing investment

Support for in-house
marketing teams

Freedom to focus on
core business
activities



Difference

Focused on business outcomes that matter to you, not marketing for the sake of it

Sincere belief that unifying marketing activity delivers more effective results



Fusion

UnifiedM is a new marketing paradigm for today's digital world ;

Linking offline and digital channels

Leveraging marketing technology

Driving contacts into / within digital world

Providing insights to shape activities based on digital research and analytical metrics

Delivering flexibility, efficiency and speed to market through the digital channel



Us

UnifiedM is part of Digital Horizons Limited

Operations in USA, UK, Middle East, India

Led by professionals, each with two decades in their specialisation

Organisation of talented professionals with a passion for delivering results

Focused on brands, marketing, engagement, leads, sales, growth





020 7000 1889



info@unifiedm.com



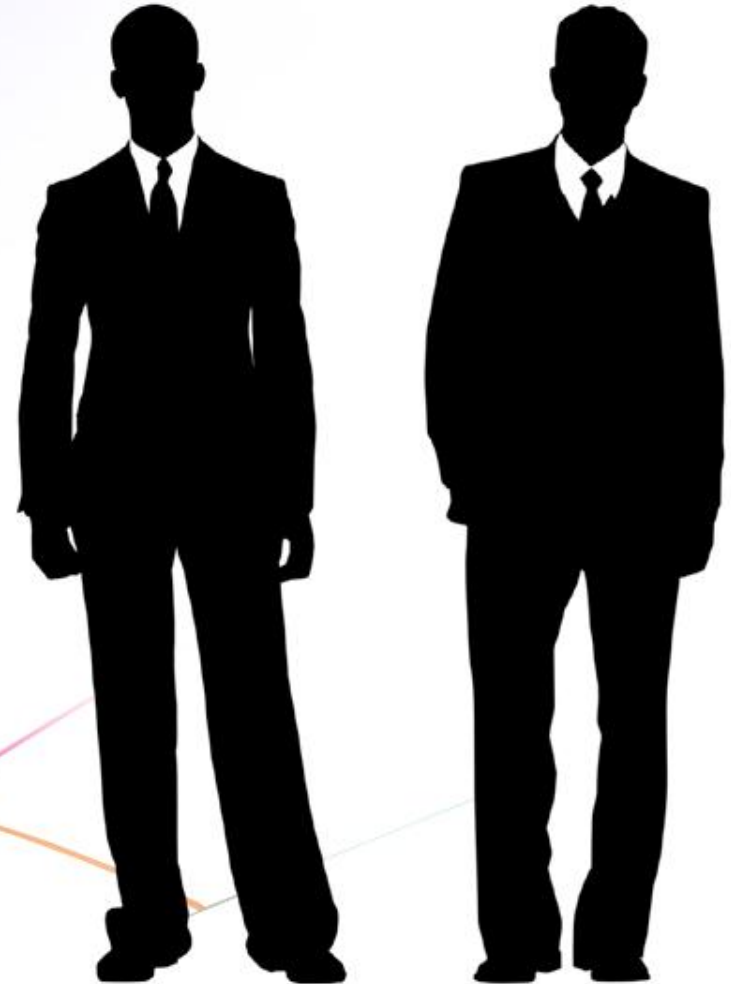
www.unifiedm.com



facebook.com/unifiedm



twitter.com/unifiedm



The background features a complex, abstract design. On the left, there are large, overlapping circles in shades of light blue and green. On the right, there is a dense cluster of colorful, angular shapes in various colors including blue, orange, pink, red, and grey. Several thin, curved lines in orange, pink, and blue sweep across the page, some ending in small, solid-colored squares (yellow, blue, orange) that act as nodes or markers.

UnifiedM

Let's talk about your business...