



targeted . . .

what you get

- 2 days consultancy
- facilitated digital spend review workshop
- presentation of findings
- prioritised action plan
- a low cost way to test appius value



how will you benefit?

Benefit from enlisting the support of experienced consultants who can advise you on the value of using a wide variety of technologies to achieve more results for your current digital spend.

Likely outcomes are increased results from the same level of spend, or maintained results with a reduced budget.

digital spend review

what is it?

The purpose of the digital spend review is to analyse your current internet solutions and spend, and identify a professional action plan to maximise results. A set of tactical changes and solutions will be recommended for you to consider.

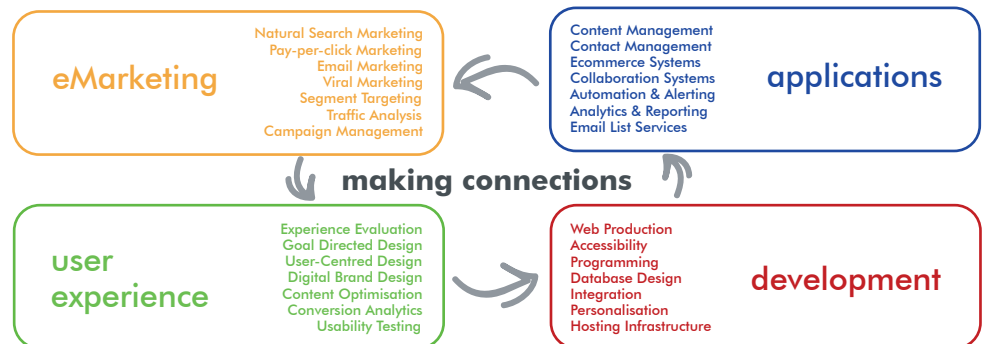
what is involved?

participation

If appropriate, we involve as many decision makers as possible to ensure we maximise the input across the company and most importantly ownership, to enable us to provide a fully integrated review of spending and results.

knowledge exchange

The spend review starts by looking at the target audiences for your business communications and their objectives. We investigate your direct and indirect competitors on the Web, identifying strengths and weaknesses. Next we review your digital spend, solutions and results in detail and explore new approaches and ideas.



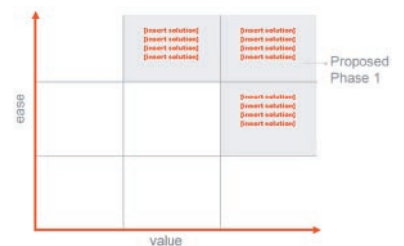
spending advice

Central to gaining maximum value from this process with realistic ideas, is to brainstorm and discuss between all the key decision makers. Ideas can be practically assessed and prioritised in terms of complexity and business benefit, to arrive at a phased approach to implementing an improved strategy for digital spending.

action plan

The result is a summary report and face-to-face presentation, making tactical recommendations for the use of Internet technologies. After the presentation, we will prepare a final action plan on how to move forward and achieve greater results with your current or reduced internet spend.

ease v value matrix





digital spend review

case studies

Appius have undertaken many audits helping companies review and maximise their digital spend. Each review is individual and can be tailored to focus on the specific challenges of your company or industry, ensuring you get the right advice for your needs.



anglo european chiropractic college

A practical review of current marketing communications, investigation into user types, competitor analysis and a set of both tactical and long term solutions as a 3 year action plan.

Paul Barker - Marketing Manager:

"With a full understanding of our competitors, independent advice and ideas for better results we can now sit back and allow the action plan to be implemented by Appius, confident of great success and a pain free process."

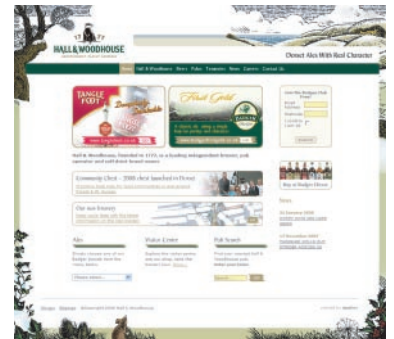
Congratulations Appius!"

hall & woodhouse

In depth analysis across the company group, looking specifically at the consumer market (end user), trade market (direct market) and internally for knowledge management and recruitment purposes. Resulting brand marketing strategies and specific approaches to channel marketing.

David French - Group Strategist:

"Appius provided a set of quick wins and a clear and concise plan of where we can take the company using internet technologies for the next 5 years. Their level of understanding and innovative ideas has enthused us right up to board level, and made our digital spend go that little bit further."



Other companies that have benefitted from digital spend reviews.



simply travel

Assisting in development of core strategic objectives for the web, analysing and understanding key target users, usability improvements and current review of digital spend.



brittany ferries

Tailored towards the holiday accommodation division we analysed marketing potential, audited their current offering, and provided a recommended strategy for improving results from communications to holidaymakers and property owners.



digital spend review

Other companies that have benefitted from digital spend reviews.



DLR

This award winning light railway has a policy of conducting strategic 'horizon studies' for all parts of the business to ensure that the organisation keeps innovating. Docklands Light Railway used the Appius Digital Spend Review to achieve this objective for the digital channel. Appius reviewed rail sites from around the world searching for innovations prior to the workshop. The workshop was then used to align these ideas with DLR's 5 year marketing objectives, generating a long term action plan aimed at maximising results.



TMD Technologies

This world leading manufacturer of microwave tubes wanted to achieve further success and penetration of new markets with a refreshed web strategy. The Digital Spend Review involved senior management, marketing director and scientists from the TMD and brainstormed a truly unique set of web communications ideas. TMD used Appius to implement changes which resulted in a step change in results, including the use of the website to develop of a contacts database of engineers and key decision makers around the world segmented by market and area of interested for use in both email and direct sales channels.



Butler & Tanner

This major UK printer uses their in-house I.T. team to build and maintain their website. They chose to use Appius to add more expert direction and ideas into the mix. The workshop was attended by the Butler and Tanner management team including the I.T. director and key representatives from Sales and Marketing. During the session Butler and Tanner's main objectives of a re-launch of a new brand positioning and increase of sales enquiries within specific sectors were used to evaluate ideas and rank by 'ease vs. value'. The resulting action plan formed the basis of the strategy to be implemented in-house with the use of Appius for specialist support in a few key areas.

we have also completed digital spend reviews for...

